PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXIX NEW YORK, JUNE 13, 1912 No. 11

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Business men are asked every day to invest great sums in the promotion of some plan, the father of which has not made a success of his own business and who is not entitled to the business respect and business endorsement of the men whose money he solicits.

Would you trust a broker who was notoriously incompetent to manage his own affairs to advise you with reference to your investment?

Would you in any other division of your business turn over a thousand or a hundred thousand dollars to some man with as poor a record for personal integrity and business success as is possessed by many of those who daily succeed in securing the handling of large advertising appropriations?



Philadelphia

New York Boston Chicago Cleveland

State Agricultural Stations

Uncle Sam has a national agricultural station, and very good work it does.

But please observe that *each agricultural State* has its *own* experiment station!

Farming, you see, is a matter of location and crops. Each State has its own problems: the wheat farmer meets one difficulty, the live stock man another.

So Uncle Sam lays down *general* rules and the State stations supply the *local application.*

That is exactly the relation between the national and the State or specialized farm paper.

Standard farm papers deal with the problems of a given section or brand of farm industry.

They work intensively. They get close to their readers. It is no unusual thing for a Standard Farm Paper to reach one out of every two or three farm homes in its territory.

Standard Farm Papers enable an advertiser to concentrate his "fire" on a given class or section.

He can put his "blows close together" and get quick action with a small expenditure.

Or, he may use the thirteen Standard Farm Papers as an interlocking medium and get a national advertising medium made up of localized, interlocking segments.

Also he will get the *lowest* rate per thousand of any national farm paper.



THE MARK OF QUALITY

Standard Farm Papers

are Farm Papers of Known Value

The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer
Wisconsin Agriculturist
Indiana Farmer
Home and Farm, Louisville
Town and Country Journal, San Francisco, Cal.

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIX NEW YORK, JUNE 13, 1912 No. 11

THE DANGER OF OVER-STOCKING THE DEALER

EXPERIENCE OF THE JOHNSON EDUCATOR CRACKER—HOW A MANUFACTURER CAN DECEIVE HIMSELF IN FORCING GOODS UPON THE DEALER FASTER THAN THE CONSUMER WILL TAKE THEM—GOODS ARE NOT SOLD UNTIL THEY LEAVE THE DEALER'S SHELVES

By Arthur B. Hall,

Adv. and Sales Depts., Johnson Educator Food Co., Boston.

[EDITORIAL NOTE:—The snag on which many a selling campaign goes to pieces is the endeavor to "beat the game." Ingenious plans for inducing the dealer to take a larger stock of goods than is logical or normal react on the manufacturer in the end. The frank story of the Educator cracker campaign, the mistake which was made in overstocking dealers and the more conservative policy since followed with marked success will convey a needed lesson to those advertising men who have not yet learned that there is no way of beating the game, and that selling the dealer may prove a boomerang unless the ultimate consumer is also sold.]

Twenty-six years ago, when Educator crackers first made their bow to the cracker-eating public, the child of a new idea was born. For a long time the thought of the whole-wheat cracker—baked hard enough to compel proper mastication—had slumbered in the cradle of Dr. William L. Johnson's brain. Finally, this idea was crystallized—and the original, from which the other varieties of Educator crackers have been developed, made its appearance.

Since Educator crackers were a new kind of product, it was necessary to educate the consumer to their use and the dealer to the advantages of handling them before large sales could result. So our first selling campaign was directed to the consumer—the patients of Dr. Johnson. This initial work might be likened to a primary school with the good old doctor as instructor. He would demonstrate to his patients the reasons why they should eat Educator crackers. Then each delighted user would carry the good word on to others. As the demand increased, Dr. Johnson and his daughters opened up a retail store in Boston, from which they sold direct to the consumer.

As time went on and more and more people became acquainted with this new cracker, the demand on the dealer began to grow and the dealer came to us—we did not go to him.

And so without any definite plan of advertising—without the use of salesmen—we gained some distribution in all the principal centers of the United States. But transportation to many of these centers was excessive and the dealers found it inconvenient to have goods shipped from Boston. So they looked to the jobber for their supply—and the jobber in turn came to us.

At this stage of our development the manufacturers of other brands of crackers helped us to get distribution. Their salesmen in making the rounds frequently were asked such questions as this, "Don't you make Educator crackers? Our customers want them." The salesmen, of course, would answer, "No, we do not make them, but we'll get them for you." And so these cracker companies began to act somewhat in the capacity of jobbers—shipping Educator crackers out with orders for crackers of their own manufacture. We, of course, gave them our regular jobbing discount.

As the business in New York, Philadelphia and Providence grew larger, we found it difficult to look after the interests of our customers without local representatives. So we established branches

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in these cities. At first these branches were merely retail demonstrating stores, at the same time delivering orders to dealers as called for. Later they became practically wholesale distributing points from which salesmen began to cover the trade. The Providence branch is the only one that still retains the retail demonstrating feature.

For twenty-one years we went along, our business growing steadily and consistently. What new customers we made—we kept.

NATIONAL ADVERTISING TO BRING DEALER INTO LINE

But thousands of people in the smaller cities and rural communities had heard of Educator crackers, and wanted to try them, yet their dealers wouldn't stock the line, because they thought that the demand was not great enough to make it worth their while. So we decided to do something we had never done during our twenty-one years of business life—to create a greater demand by national advertising—and use this demand as a lever to bring the dealers into line.

Right then would have been an excellent time for us to have dug deeply into the mysteries of advertising, merchandising and distribution, and solved some very pertinent problems for ourselves instead of relying too much on others. Perhaps, had we done so, we would have discovered the great waste which must surely result from a national campaign with a small appropriation—and a scattered distribution. Perhaps we would also have found that guaranteed sales of a perishable product was an unsafe policy.

The campaign was on. Our copy, which carried the message of the delicious flavor and nutritive value of Educator crackers, offered free samples to every one, and requested the name of the dealer. A prospect once in our files, we kept after him relentlessly with form letters and circulars.

Our attitude toward the jobber at this time was what might be called neutral. We did not urge him to handle our line, but we did use persistent efforts on the retail dealers, soliciting orders direct. Many, however, bought in such small quantities that we could not prepay freight. These we encouraged to order from the jobber.

By far our most effective argument to the dealer ran something like this: "Mr. Dealer, we are spending thousands of dollars in the magazines, interesting your customers in Educator crackers. We want you to stock the line and supply the customers we send you. You take absolutely no risk, for we will help sell the goods for you. If, at the end of a season, there are any stale goods on your shelves, just send them back and we will give you credit."

The dealer saw where he could gain profit without risk of loss to himself, and it is needless to say that thousands of new ones were added to our list—many to take an active interest in Educator crackers and make a big success.

In order that we could prepay freight, it was necessary for the dealer to order in comparatively large quantities—which encouraged him to buy thoughtlessly and without regard to his ability to sell. As a result, he often found himself overstocked.

During this period, which lasted about three years, brilliant prospects loomed up before us. Every mail brought large orders from the grocers. We doubled our advertising appropriations three times in three years. Then the fundamental weakness of our selling plan began to show itself. Many of the sales, which looked so promising, proved in reality to be "Mississippi bubbles" — exploded by the breath of time. The same would have happened with any food product, none of which are immune from the rigors of many months on a dealer's shelves.

We now approach the next great step in the development of our merchandising plan. By actual experience, we had learned the fallacy of overstocking the dealer on a guarantee basis—that a smaller business growing steadily and consistently was much more to be desired than a "mush-



The *Fiction Number* of SCRIBNER'S, August, offers the advertiser greater value than any other issue of the year. More copies are sold. There are more readers for every copy. Every reader is in the most receptive mood. Don't stay out of the Fiction Number because it is Midsummer. ***It is the time to suggest things.***

Stories by Richard Harding Davis, Mary R. S. Andrews, Dr. van Dyke, John Galsworthy, Alice Brown and others.
Forms close July 3d.

$250 per page net

room growth"—and profits dissipated by goods that "come back."

Hundreds of the dealers who were added to our list, however, have remained permanent customers and many of them are doing an Educator cracker business amounting to thousands of dollars a year.

At this time, a more stable condition became apparent. We exchanged for fresh goods, the stale stock on a dealer's shelves—discontinued the guarantee—and explained to him the unsoundness of such a plan. And he agreed with us. We encouraged him to order frequently and in small quantities—inaugurating a policy of keeping him posted each month in advance as to just what varieties of Educator crackers we would advertise. This has proved a winning point, since it practically eliminates the possibility of stale goods.

On this basis, we are going after new dealers, using a strong, systematic follow-up—telling the dealer what we are doing to help him build business and offering him thorough, efficient selling co-operation.

Just recently we added to our long list of products, six varieties of Educator crackers in ten-cent packages. This move was a wise one, since it has been the means of introducing Educator crackers—as an everyday food—into thousands of homes where they had previously been considered a once-in-a-while luxury. It has also enabled us to compete with excellent success for summer resort and seashore business—at which places a popular-priced package is in great demand.

The jobber has been of great assistance in supplying the smaller dealers. He is friendly to us and we to him, and the efforts he has put forth in our behalf have proved mutually beneficial and profitable.

In conclusion, let me say that our history has now extended over a period of twenty-six years, during nearly all of which time the wheel of the Educator cracker ship has been in the hands of Norah Johnson Barbour, Dr. Johnson's daughter. Her great knowledge of the cracker industry—coupled with her keen foresight and tactful judgment, has enabled her to steer the good ship through the channel of business—safely around many threatening obstructing icebergs.

The plan of campaign which we are carrying on to-day is based on practical, hard-won experience. We have looked upon our whole development with the philosophical view that "he who errs not, progresses not"—charged any mistakes up to experience, and gone ahead to correct them. In other words, we are traveling along the road to bigger and better business—proceeding along safe and sane lines—bearing constantly in mind the things we shouldn't do, and reaching out for greater fields to conquer.

ROCKWELL ADVERTISING MANAGER OF U. S. MOTOR CO.

Announcement has been made of the appointment of Berry Rockwell as general advertising manager of the United States Motor Company to succeed Gridley Adams, resigned.

Mr. Rockwell is one of the pioneer advertising men in the automobile field, having been advertising manager of the Maxwell-Briscoe Motor Company before the formation of the United States Motor Company. Since then he has been advertising manager of the Maxwell division.

In his new capacity, Mr. Rockwell will have general supervision of all advertising of the Maxwell, Columbia, Stoddard-Dayton, Brush and Courier motor cars and Sampson motor trucks.

Mr. Adams has become connected with the Aeolian Company.

KELLOGG ACCOUNT GOES TO FULLER AGENCY

The advertising account of the Kellogg Toasted Corn Flake Company, of Battle Creek, has been transferred from the Clague-Painter-Jones Agency to the Charles H. Fuller Company.

Carlisle N. Greig secured the business and will handle the account.

It is understood that an extensive national campaign is being arranged for the advertising of a new food preparation, in addition to the widespread general advertising which will continue to be placed for Kellogg's Toasted Corn Flakes.

Harry Arney has resigned as director of circulation of the *Woman's World* to go into the subscription agency business in Chicago.

We Can Live

or we can simply exist.

We existed seventeen years as the old standard Metropolitan.

Nine months of living as the New-Size has been an experience full of inspiration, of pleasing surprises, of progress made faster than our hopes ever prophesied.

The changes we have wrought stand a unique record and find their culmination in the July Metropolitan.

With its evident beauty, unusual editorial strength and charming fiction we can at last offer to our readers and advertising patrons a magazine that "stands apart" and thereby through its strong individuality offers a new field to both.

The Metropolitan Magazine

286 Fifth Avenue, New York

O. H. CARRINGTON
Advertising Manager

Nelson J. Peabody,
14 West Washington Street,
Chicago.

Tilton S. Bell,
6 Beacon Street,
Boston.

GREATER ADVERTISING IN PLACE OF "FREE DEAL" WINS MARKET

WHAT THE RECENT NEWSPAPER CAMPAIGN FOR "CN" HAS DEMONSTRATED—DEALERS MADE TO SEE THAT SAME MONEY INVESTED IN CONSUMER ADVERTISING IS FAR BETTER THAN WHEN PUT INTO FREE GOODS — MARKED INCREASE FOLLOWS NEW POLICY

By H. Jenkins,
Manager, Advertising and CN Departments, West Disinfecting Co., New York.

"What are you offering in free goods this time?" "How many dozen will you give for a window display?"

These and similar questions are familiar to every manufacturer's salesman "covering" the retail drug trade. They are questions which have been asked regularly for years and which, more often than not, have met with tangible response in the form of "bonus" or "extra" goods, given for the purchase of a certain amount or for concessions of window space.

In fact, it is not always necessary for the druggist to make such inquiries; the offer is generally presented with the salesman's request for an order, because even with many of the best-known brands of goods the "bonus proposition" has become an established part of the selling plan.

At first sight, this custom may appear to be decidedly to the advantage of the retail dealer, and perhaps also to that of the manufacturer.

Does not the retailer get for nothing goods that he can sell for real money and cannot the manufacturer expect reciprocity in the form of added interest in the sale of his product?

But when we dig a little beneath the surface, a pertinent question arises as to whether the money which is represented by the "free goods" could not better be made a part of the advertising appropriation and used to create a larger demand which would produce more profits for the retailer than the sale of the gratuitous articles brings to him.

A view in the affirmative was taken by the West Disinfecting Company, when the advertising and sales plans for CN Disinfectant were decided upon for 1912.

Early last spring consumer advertising was presented to the officers of the company in a light which convinced them that the right kind of publicity for CN would alone put the goods on the dealers' shelves and then move them off; and it was argued that it would be more profitable for the retailer to have the benefit of the advertising than the gift of goods for his showcase.

"If there is anything in the reputed power of advertising," it was said, "it should not only increase the gross sales for the dealers, but should enable them to turn their stocks rapidly and do business with CN on a smaller investment than would be required for the purchase of the quantities with which free goods could be given."

Another point in favor of the new policy bore upon the question of price cutting. It was taken into consideration that a dealer who bought the quantity necessary to secure the "free" goods would actually be paying less per bottle for all he got than the dealer who could not see his way to purchase the necessary amount.

He could therefore cut his price to the extent of the "saving" and yet make as much as his competitor who was holding to the regu-



Every woman who takes pride in keeping her home clean and healthful, needs

CN the Powerful Disinfectant

It cleans dirt away much better than soap does—it prevents odors—and it destroys disease germs.

It's safe to have and safe to use, because it's non-poisonous.

"The Yellow Package with the Cable Top"

10c. 25c. 50c. $1.00
At Drug and Dept. Stores.

WEST DISINFECTING CO., 2 East 42nd St.

SHORT ARGUMENTS OFTEN REPEATED TO KEEP GOODS MOVING

"Fives" and "Tens"

The first question is, "Has he got the money?" And second, "Will he spend it?"

It's quite as important for the advertiser to know the answer to these questions as to know the circulation figures.

Here's one way we proved an affirmative answer to both questions so far as

Wisconsin Agriculturist

subscribers are concerned.

For years we have had a subscription booth at Our State Fair. In *past* years, the bulk of the farmers subscribed for only *one* year at a clip. Last Fall the *majority* of our renewals were for two, three, and even four years in advance.

But here is a still more significant fact our subscription force noted: *Nine out of every ten* farmers tendered *five or ten dollar* bills in payment for their subscriptions!

The Wisconsin Agriculturist has over 60,000 subscribers: reaches one out of every three farms in the State.

The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher
Racine, Wisconsin

Geo. W. Herbert, Inc.
Western Representatives,
First Nat. Bank Bldg., Chicago.



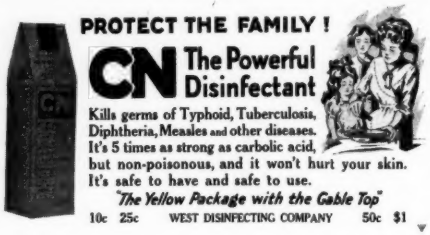
Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Member Standard Farm Paper Association.

lar figure. The idea then, was as stated above, to utilize the money involved to help to create a demand which would more than compensate the larger buyer for lack of "free" goods and at the same time give the smaller merchant a fair chance to get his share of the trade.

It was not expected, of course, that price-cutting could thus be totally eliminated, as many dealers will follow the custom even when they themselves have to stand all or part of the cost; but it was decided that at least one element encouraging to the practice could well be dispensed with in favor of another which should benefit everybody concerned.

The campaign was planned accordingly, and it was a trying test to which the advertising was subjected. Precedents were thrown overboard and the demand was to be increased in the face of "bonus propositions" made on behalf of preparations advertised as having similar properties to CN.



THE PECULIAR SHAPE OF THE PACKAGE IS MADE MUCH OF

Furthermore, in order that the most reliable estimate might be made of the efficiency of the new plan, the campaign was put into operation in territory where the product had distribution and where "bonuses" had previously been given. The figures for the corresponding periods of the two years placed side by side were to tell the story.

Newspapers were the only media used except in Greater New York, where in addition to the newspaper space, a half-run was taken in the Subway and on the Elevated. The space varied from 60 to 300 lines. The copy was plain in appearance and plain in language. It told what CN was and showed how it could be used in the household, to promote cleanliness and health.

It might also be said that we have endeavored to tie many of our copy arguments to sanitation topics uppermost in the minds of the people. We calculated that in this way we could tell our story just as well, and at the same time follow the line of least resistance straight to the attention of the consumer. It seems to me that such copy, when intended for newspapers, is certain to have far more "attention value" than when it is written wholly out of the *product*, so to speak. A little thought on the part of the ad writer will reveal a "bridge," linking his goods with the real interests of the public at large. Especially in writing the headlines of the ads did we bear this requisite in mind. A good, newsy headline that in an unstrained way links the product to a current theme of thought is an ad more than "half sold."

The cartons in which the bottles of CN are enclosed lent themselves readily to the coining of an effective phrase or "catch-line" by which an accurate description of the package could be given in a few words and its appearance clearly fixed in the readers' minds. *"The Yellow Package with the Gable Top"* is a line which has appeared in every advertisement.

That this has accomplished the purpose intended is demonstrated by the fact that the numerous letters of inquiry about CN received from places where the papers circulate but where the article is not yet on sale, have nearly all quoted the phrase.

I have been following the series of articles in PRINTERS' INK upon the package and its relation to sales with much interest, and I

(*Continued on page* 17)

Mere Consumer Advertising Will Not "Force the Dealer"

The average consumer will not FIGHT for anything but QUALITY. He fights for a certain BRAND only after he is absolutely CONVINCED that it alone represents the QUALITY he is after.

Therefore, an adroit or persistent RETAIL SALESMAN can often block the sale of a line of goods in spite of the most persuasive consumer advertising IF HE WANTS TO, or if HIS EMPLOYER TELLS HIM TO.

Don't forget that many times the customers of the store are friends of the retail clerks, and they take the say-so of those clerks on matters of QUALITY. It's done every day!

CONSUMER ADVERTISING IS ONLY ONE LINK IN THE CHAIN.

DISTRIBUTION IS ONLY ONE LINK IN THE CHAIN.

SUCCESSFUL ADVERTISING demands distribution PLUS publicity PLUS the GOOD-WILL AND CO-OPERATION of the retail storekeeper and his clerks.

When we build an advertising campaign we start with the underpinning. Write us about the goods ***YOU*** *want to market.*

H. B. HUMPHREY CO.

Advertising SERVICE Agency

44 Federal Street - Boston

FIAT

Which means that The Butterick Trio—Everybody's Annual Circulation Audit is ready.

Please particularly note and remember that NET figures only are shown. All deductions of every

NET Circulation for 1911

The Butterick Trio

Subscriptions	1,157,582
American News Company and direct dealers (all returns deducted)	226,428
Exchange, Advertisers, Canvassers, etc.	46,138
Total	1,430,148

Price, Waterhouse & Co.

The Butterick Trio Fashion Quarterlies

Direct Dealers, Retail Stores, Miscellaneous and American News Company (all returns deducted)	423,049

Price, Waterhouse & Co.

Robert Bellingham

Advertising Manager

F. H. Ralsten, Western Mgr.
First Nat'l Bank Bldg.
Chicago

E. G. Pratt
New England Mgr.
149 Tremont St., Boston

LUX!

kind have been made. A somewhat interesting departure in circulation statements.

When making comparisons do not confuse our NET figures with the gross circulation statements of other publications.

NET Circulation for 1911

Everybody's Magazine

Subscriptions	345,401
American News Company and direct dealers (all returns deducted)	258,195
Exchange, Advertisers, Canvassers, etc.	12,344
Total	615,940

Price Waterhouse & Co.

Robert Frothingham

Advertising Manager

W. R. Emery
Western Mgr.
Marquette Bldg., Chicago

Credit Customers Decide

Few advertisers realize how much more important the retailer's credit customers are to him than the customers who pay cash, and how much more important they are in consequence to the advertisers themselves.

To become a credit customer means that one is relatively prosperous, that one buys relatively more goods, and goods of a better quality. To become a credit customer at a particular store means that one wishes to be, or is likely to be, a regular customer of that store. It is the common experience of retailers that credit customers are seldom transient, but that cash customers usually are transient.

How greatly it behooves the retailer to cater to his credit customers, who are the more permanent, the more regular, the larger, and the more discriminating purchasers! For this reason credit customers become the most important factor to the advertiser in creating dealer demand for his goods. One credit customer is worth three cash customers in creating dealer influence.

The publication which has to sell a premium and really give away its copies to create its circulation neither reaches many "credit customers" nor influences heavily those it does reach. This class has discrimination enough to buy the magazine that they want to read for its own sake.

The publication, also, that sells itself over the bargain-counter in a club offer at a heavy discount is valued at what is paid for it, and is bound to be the second, third or fourth choice in most of the cases where a list of magazines has been sold together.

No one can buy THE LADIES' HOME JOURNAL at a discount, or receive any kind of a premium with it. The woman pays full price for it, because she can afford to pay that much just to read it.

More than 1,750,000 women pay over $2,600,000 a year to read THE LADIES' HOME JOURNAL.

The greatest approachable group of women credit customers in the world can be told of you and your goods by advertising in it.

Its dealer influence in stores that sell to women is incomparable. Its quantity of the requisite quality is unique.

The Ladies' Home Journal
Circulation, more than 1,750,000

The Saturday Evening Post
Circulation, more than 1,900,000

One pretty girl, sitting unchosen at the edge of the ballroom's happy whirlpool, will not be a wall-flower very long. She has no competition. But forty pretty girls, sitting in a row—well, the lucky ones who have managing mammas or clever chaperons to re-advertise them will be first to step out on the floor.

In a village, the hoarse cry of its one fish-hawker procures him all the attention he needs. An advertisement is nothing but a street-cry in print, and today the world's fishermen shout to a nation of ninety million people through the magazines. But one shout drowns another.

The foregoing is from our new booklet "Readvertising Your Advertisement," which explains the extraordinary pulling power of Good Housekeeping Magazine. Send for it. You will *not* be visited by a solicitor as a result.

Good Housekeeping Magazine

381 FOURTH AVENUE
NEW YORK

heartily agree with all that the writer has been saying about the importance of seeing that the package is made to bear its share of advertising and sales work. That it is a "silent salesman" of great possibilities no one can deny. A poor package may easily offset much able effort expended upon other phases of the campaign. It is a "color medium" of great potentiality. It is "preferred space" for advertising whose capacity for sales breeding has long been overlooked by many manufacturers. Especially after the sale has been made does this copy get in its good work. I have often found myself reading with genuine interest the detailed "copy" upon the package of some advertised commodity I have purchased. That such "copy" is a great factor in bringing the "repeat order," so eagerly sought for by good merchandising men, seems to me to be established. Certainly in our own campaign every effort we have expended upon "training" the package for its work has repaid itself many times over.

A week before the advertisements were run, a circular was sent to the trade, describing the campaign and urging the dealers to "cash in" on it by installing window displays to link their stores to the advertising, the material for the displays being offered free by the manufacturers.

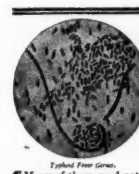
This circular emphasized the importance to every druggist of showing that he carried the article about which so many people were to be informed and in which their interest was to be aroused.

It demonstrated that the manufacturers were "back of the goods" and making earnest, concentrated efforts to send buyers direct to the stores; that they were to invest money which the retailer could really regard as capital supplied for him; that C-N itself, through its merit, had immense selling force which would be further strengthened by this campaign; and that the dealer who would make a display could get the real benefit of the advertising.

Requests for the display material came in great numbers. In Greater New York alone more than six hundred windows were obtained through these requests and with some solicitation, and a crew of window dressers was kept busy for two months making installations.

The first newspaper advertisements appeared in March. Almost immediately after the copy was before the public, more and larger orders began to come in and the increase in sales for the month over the sales for March, 1911, was more than 50 per cent.

From that time the increase in orders was continuous, April showing decided gains over



Typhoid Fever Germ.

Tiny Enemies that Bring Sickness and Death

¶ The illustration at the left shows, on a greatly magnified scale, a few of your worst enemies—disease germs.

¶ The thousands of people who have died from consumption, typhoid, diphtheria, scarlet fever, measles, and other "catching" diseases were simply victims of tiny organisms like these.

¶ Many of them need not have died: they need not even have suffered, had they kept their homes free from the dirt and grease in which germs live and breed.

¶ People think their houses are clean and healthful because they make them *look* clean, with soap and water. But only the *surface* is clean, for soap is only a "top cleanser."

¶ Real cleanliness—actual safety—can be secured by using CN, the powerful disinfectant, the perfect cleanser.

¶ Germs cannot live where CN is used. Its touch is fatal to them. It works quickly, powerfully, effusively.

¶ It makes every nook and corner actually clean—and germs cannot exist where there is perfect cleanliness.

¶ Therefore, CN is a preventive of infectious diseases. It makes the home healthy because it keeps out the causes of sickness.

¶ CN not only kills disease germs—it drives out mosquitos, flies and vermin and keeps their young from being hatched.

¶ Flies and other insects are carriers of disease. They bring the microbes to your table and deposit them on your food.

¶ CN ridds you of their annoyance while it protects your health.

¶ Nothing else does the work so well as CN. Tests made by experts prove that it is five times as effective as pure carbolic acid, and it is non-poisonous, non-corrosive, non-inflammable.

¶ Fatal accidents do not happen where CN is used. How often they do happen with carbolic acid and chlorides!

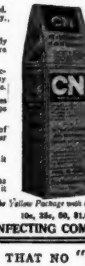
¶ With CN you are safe from germs, safe from poisoning.

¶ CN has its place everywhere in the household. Use it in the kitchen, in the laundry, in the bathroom, in the bedroom, in the living-room.

¶ Always have it in the sick-room. Prevent the spread of disease by cleansing dishes, vessels, clothing—everything used by the patient, with CN.

¶ Your druggist has CN or he can get it for you.

¶ Make a note now that you are to buy a bottle the next time you are on the street.



Get "The Yellow Package with the Gable Top"

10c, 25c, 50, $1.00

WEST DISINFECTING COMPANY, New York

THE COPY THAT PROVED THAT NO "FREE DEAL" WAS NEEDED

March, and May leading April and showing much more than double the sales for May of last year—and this within sixty days after the advertising was begun.

This record was made in the face of extremely adverse weather conditions. CN, like other disinfecting and cleansing preparations, is sold most largely in warm weather, but right up to the middle of May most of the days were cold or rainy. What the results might have been had the temperature been seasonable, can only be conjectured.

Another fact which should be taken into consideration in estimating the power of the advertising is that it has not been supplemented by a large force of salesmen urging the trade to stock the article. In Greater New York, where the increase has been most marked, only one outside man has been employed, his time being taken up mainly with visits to the jobbers, department stores, and most important retail dealers.

The advertising has carried the burden of placing CN in the consumers' hands and the orders from the dealers have been *only for such goods as they have needed to supply the demand.* Nobody has been overloaded, as is so often the case when the temptation of "free goods" is offered to induce a dealer to buy more than he should logically carry.

Bear in mind that every bottle of our goods that is sold goes to the buyer *through a retail store.* None is sold direct by the manufacturers to the consumer.

This campaign seems to have demonstrated conclusively that from the standpoint of the druggist the "free" proposition has little to offer as compared with the actual profits to be made from an equivalent spent in good strong publicity, with a little co-operation on the part of the dealer in showing the goods.

It is true that some manufacturers not only give free goods but also advertise; but by eliminating the "bonuses" they could do more advertising and just to that extent do more for the retail trade.

Somebody has to pay for the so-called "free" goods. If their cost is not figured in when the price-list is made up, *it must be included in the selling expense or in the advertising appropriation*—and in the latter case that means less money for publicity than could otherwise be invested.

Does not the retail dealer in the end, therefore, pay for the "bonus" goods—if not in visible cash, in the *loss of trade* that could be developed by the advertising which their cost of production and handling would purchase?

STANDARD OIL MEN AND THEIR INTERESTS

It has been long understood in Wall Street that Standard Oil money was back of the Childs Company, and the official confirmation of that fact caused little surprise. The profits of the men who hold the largest blocks of Oil stock have been so great that they have been forced to go far afield to find investment uses for it.

At one time or another nearly every kind of manufactured commodity has been reported under the control of the Standard group. On some occasions, when reports that the Oil Trust or its officers had secured control of another industry had been widely circulated, the company decided that the story merited a formal denial, but in general these reports have been ignored and many of them later have turned out to be baseless.

The country's largest bank, the National City, always has been known as a Standard Oil institution, although under different directorates. Standard Oil money is also supposed to control the Consolidated Gas Company and the New York Edison Company. The Chicago, Milwaukee & St. Paul is the most important railroad identified with Standard Oil interests, and the Amalgamated Copper Company is the best known industrial in which this same group has large investments. It has been popularly believed that the Oil group controls the Riker-Hegeman combination of drug stores, as well as some of the proprietary articles dispensed from these stores.

Another report which has never been confirmed credits the men who have made millions from the oil business with owning the Borden's Condensed Milk Company. While they are distinct concerns, the largest holders of Corn Products Refining Company shares have been men affiliated with the Oil Trust.

Strictly speaking, none of these companies probably is owned by the Standard Oil Company. They have become known as Standard Oil properties through the discovery that men who have been closely identified with John D. Rockefeller have acquired large interests in them.—*N. Y. Times.*

THE MAKER'S NAME

The Committee on Foreign Trade and the Revenue Laws of the Chamber of Commerce is considering a remarkable bill, H. R. 16,844, now in the hands of Representative Adamson's committee, requiring that the name and address of the maker shall be printed, embossed, or stenciled on every product that enters into inter-state or foreign commerce. The violator of the act would be subject to fine and imprisonment.

How would it work? A "converter" of cotton goods offers a wholesale manufacturer a piece of percale. Through a broker he has asked a millman in Augusta, Ga., for quotations on the special weave of cloth, and this millman gets the order for the woven product. The millman does not spin his yarn, but buys it from a spinner. Having gotten his piece of percale, made by the spinner and the millman, the "converter" sends it, together with designs for coloring, assortment, etc., to a firm that bleaches, prints and finishes the cloth. Now, who is responsible for the manufacture of this piece of goods—the spinner, the millman, the bleacher and finisher, the "converter," or the wholesale manufacturer? In most of the trades that produce finished products there is a division of labor, and we know of no law that could be justly passed requiring that the name of any firm should be stamped upon it as its responsible maker.

There is another objection. A merchant in Bombay, India, finds in this country a good manufacturer of textile fabrics. He directs that his own private brand be stenciled on the textiles he receives from this maker, with the request that they have no other marking, save the number of yards and "Made in the United States of America" on the wrapper. The Bombay merchant has spent a good deal of money to find out this good source of supply. Under the law proposed, his aggressive and wide-awake competitor would see on these goods the name and address of the American manufacturer. Thus a trade secret would be disclosed.

We think that Chairman Adamson's committee should consider the effect of this bill with a good deal of care before reporting upon it. The *Times* has long favored a pure fabrics law framed after the manner of the Federal pure food law, prescribing that fabrics be stamped according to their true grade. But that is a different matter.—*N. Y. Times.*

QUAKER OATS POPULAR IN AFRICA

Chas. A. Hughes entertained the Agate Club, of Chicago, at the meeting of June 3, with some great pictures taken when he was with the W. D. Boyce expedition to Africa. He said that few American advertised goods were sold in Eastern Africa, where he visited, but that at every place Quaker Oats was in evidence. Mr. Hughes is the publicity agent of the Detroit Cadillaqua celebration.

THE 5 ct IDEA

Our definition of the Five-Cent Idea is this:—

To make a woman's magazine so good to read and easy to buy that it sells itself at the price that is asked for it.

What do you think of it?

THE LADIES' WORLD
NEW YORK

PROTECTING THE GOODS ON THE MARKET

A BRAND NAME IS ENTITLED TO AS MUCH PROTECTION WHILE IT IS IN DISTRIBUTORS' HANDS AS IT IS IN THE HOME FACTORY—THE REPUTATION OF A BRAND AS "GOOD VALUE" DEPENDS UPON THE IMPRESSION THAT THE PRICE ASKED IS A FAIR PRICE—INSTANCES OF HOW AND WHERE CERTAIN MANUFACTURERS HAVE PROTECTED THE GOOD NAME OF THEIR PRODUCTS

By Roy W. Johnson.

It is becoming more clearly recognized every day that the manufacturer of branded goods—whether they be food products, or jewelry or packing for steam engines—does not part with his interest in or responsibility for them the moment the goods themselves leave his hands. It is getting to be understood that the goods are entitled to protection while they are in the hands of distributors, and that upon the effectiveness and the scope of such protection much of the value of the trade-mark depends. The value of the trade-mark as a guarantee of quality can be very quickly impaired if it is possible for a jobber to sell goods which have grown stale or which have become defective through careless handling.

It is incumbent upon the manufacturer to watch all the factors of distribution very closely. Some manufacturers have the ultimate consumer in mind as the most important factor, and overlook the jobber and dealer almost entirely. Still others take the attitude that "we sell only to jobbers," and what becomes of the goods after that is a matter of little consequence. Either extreme is dangerous. The process of selling is of equal importance with the process of manufacturing, and the goods are entitled to as much protection in the various stages of the selling process as they receive in their progress through the factory. Much of the effectiveness of the manufacturer's chain store system of distribution is undoubtedly due to the fact that the goods are protected, in price, quality and everything else, until they are placed in the hands of the actual consumer.

Of course, in the end, it comes down to the ultimate consumer as judge and jury. He it is who determines the reputation of the brand, and upon the reputation of the brand the business rises or falls.

The average manufacturer comes in contact with the ultimate consumer in two ways, through his advertising and through the price of his goods, and it is just about as necessary to protect the price as it is to keep the advertising within the bounds of truth. But in the matter of price protection a good many factors enter in which do not appear on the surface.

A couple of wholesale grocers in Philadelphia who do business by the catalogue route, employing no salesmen and securing cash in advance, recently sent out to the retail trade a long list of cut prices on different brands of standard, advertised goods. The cut prices were justified on the ground that, since they had no salesmen to hire and no credits to carry, they could do business cheaper than their competitors.

The ire of the Tri-State Wholesale Grocers' Association which includes most of the credit jobbers in Philadelphia territory was roused, and resulted in a crop of letters to the manufacturers of the goods which had been cut, demanding either a reduction in the manufacturers' prices sufficient to enable the members of the Association to meet the cut, or the compulsion of the cash jobbers to restore the regular price.

Here was a case where, apparently, the ultimate consumer was not involved at all. There was no certainty that the retail grocers who benefited by the cut prices would hand the margin on down to their customers. It was a dispute between jobbers exclusively, and both sides seemed to have considerable justification for their

Editorially Speaking

NO PAPER is any stronger than its reading pages. By those, technical papers rise or fall.

To be successful, an engineering paper must be edited to appeal to the live wires in every concern, the men with push and resourcefulness and initiative, the men who have a voice in influencing purchases and who use it, the men who are actually responsible for results.

They are the kind of men who pay the price and take the time to read an engineering paper which shows them how to do it better or faster or cheaper.

No technical paper pretends to reach every possible subscriber.

It does not follow that because John Jones doesn't subscribe that he is a good engineer.

On the contrary, it indicates that John is asleep at the switch and that if he cannot be moved to buy and read *some* paper in his line he isn't progressive enough to be worth a tinker's dam to an advertiser.

THE five great quality circulation engineering papers of the Hill Publishing Co. are:

The Engineering and Mining Journal **(*1866*)**
Devoted to Metal Mining and Metallurgy. Circulation **10,000.**

Engineering News **(*1874*)**
The Standard Paper of Civil Engineering. Circulation **19,000.**

American Machinist **(*1877*)**
Devoted to the Work of Machinery Construction. Circulation **25,000.**

Power **(*1880*)**
Devoted to the Generation and Transmission of Power. Circulation **29,000.**

Coal Age **(*1911*)**
Devoted to Coal Mining and Coke Manufacture. Circulation **7,500.**

The very fact that a technical paper does *not* reach its entire possible list is the advertiser's protection against paying for the thousands of John Jones.

Now know this:

The five weekly papers on your left are admittedly the best edited in their fields. They are published by the largest concern in the world devoted to technical papers. They are the highest priced. They have the largest circulations and yet they are sold only to responsible men—none others want them.

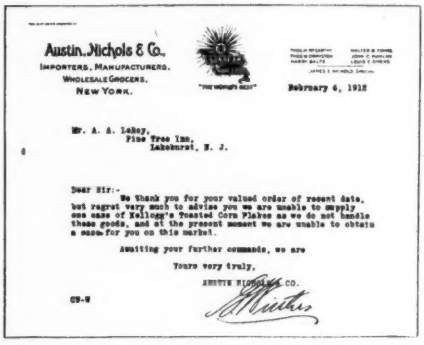
Which is probably the biggest reason why it *pays* to advertise in the Hill Publications.

"The Hill Publications render service before and after the contract."

Read the list and—
If you want more information, just ask.

Hill Publishing Co.
505 Pearl Street New York City

contentions. The attitude of the modern merchandiser is indicated in the action of the Cudahy Packing Company which promptly "cut off" the cash jobbers from the supply of Old Dutch Cleanser, preferring to lose a couple of good customers to running the risk of disorganizing the whole territory. Moreover it is significant that the Cudahy Packing Company was not one of the manufacturers written to by the Association. Their action was not taken because of a veiled threat on the part of the other jobbers, but because it was good business.



Austin, Nichols & Co.
IMPORTERS, MANUFACTURERS,
WHOLESALE GROCERS,
NEW YORK.

February 6, 1912

Mr. A. S. Lahey,
Pine Tree Inn,
Lakehurst, N. J.

Dear Sir:-

We thank you for your valued order of recent date, but regret very much to advise you we are unable to supply one case of Kellogg's Toasted Corn Flakes as we do not handle these goods, and at the present moment we are unable to obtain a case for you on this market.

Awaiting your further commands, we are

Yours very truly,

AUSTIN NICHOLS & CO.

CB-W

JOBBERS WHO CUT PRICES ARE OFTEN BARRED FROM HANDLING GOODS

Sometimes price-cutting results in a trial of strength between the manufacturer and the cutter. The Johnson Chemical Company some time ago inaugurated a campaign of dealer promotion and newspaper advertising for Johnson's Foot Soap. The plan consisted of a trial order to the dealer which would enable him to make a display of the soap, with the understanding that the company would take it off his hands if the advertising failed to move it.

In Hartford the newspaper advertising was the signal for a cut-price campaign by a local department store. The soap was sold at the rate of seventeen cents per cake, though the wholesale price was sixteen and two-thirds cents, and the regular price to the consumer twenty-five cents. The trial orders to dealers had been supplied through the jobber, and the jobber had been stocked in excess of the trial order requirements in anticipation of a demand. As a consequence the department store had a substantial source of supply which was augumented from time to time by the small dealer's stocks which were thrown back upon the jobber because there was no sale for the soap at the twenty-five cent rate.

The manufacturer naturally cut off the jobber from further supplies from headquarters, and stopped all newspaper advertising in Hartford. The department store maintained the cut price for several months—as long as the soap could be had from the jobber—but was finally forced to restore the price to normal. Of course the cut price on the soap was used merely as a "bait" to get people into the store and sell them other things at a profit, and as it had got to be an old story the cut was not repeated.

Then the manufacturer reaped his profit from the people who had been educated to the soap by the department store's advertising, and were now obliged to pay the full price for it.

A good many manufacturers of branded goods refuse to sell department stores at all, for the large department stores demand jobbers' discounts, purchasing direct from the manufacturer. They claim that they are entitled to this discount since they buy in large quantities, but the large margin—approximately sixty per cent is demanded by most of the largest stores—gives a splendid opportunity for cutting prices. Of course the manufacturer of patented goods has some legal recourse when the price is cut (though how long he will have it is a matter of some uncertainty) and he can afford to allow the

jobbers' discount for large purchases; but the man whose goods are unpatented frequently cuts the department store out entirely. That simply means, of course, that the store must get the goods from a regular jobber at somewhere near the retailers' price, if it handles them at all, and the danger of cut prices is somewhat minimized. Such a condition, of course, breeds competition in department stores' private brands, but that is much better than a cut price which is bound to depreciate the value of the standard trade-mark in the eyes of consumers.

Indeed this matter of price infringement is getting to be more seriously regarded every day, as it becomes more clearly realized that the price stands for something to the consumer, just as the trade-mark stands for something. A price, in the consumer's view, is either fair or unfair, and a cut price indicates pretty strongly that the regular price is too high. The average consumer does not stop to figure out the policy of selling one thing at a loss for the purpose of selling two other things at a high profit. He does not understand the system, practised by some stores, of underpricing a small lot of the standard goods so that private-brand goods can be unloaded upon those who come after the supply of the standard goods is exhausted: such as, for example, advertising "Big Ben clocks for $1.79" when there are only a couple of dozen in the store, and when those are gone selling unpedigreed cheap clocks for the same money. Instead of blaming the cut-price store for putting up a job on him, the consumer blames the manufacturer for trying to make an exorbitant profit.

In consequence of which there is a marked tendency toward abolishing quantity discounts, and giving every dealer and every jobber an equal chance for a profit, whether he be small or large. A sort of by-product of the quantity discount is the free-deal, and that is growing unpopular also. It is coming to be



All this talk about "primaries" and "an expression from the people" has a pretty definite applications to newspapers.

"The people's choice" of a newspaper as expressed by growth and extent of circulation in the average community, affords the advertiser who would reach that community a mighty safe gauge in the selection of a medium.

The
Syracuse Evening Journal

Keeps right on growing, growing, growing.

The average daily circulation for the month of May, 1912, was 41,127 copies.

The average city circulation for the month was 29,711 copies daily, and the average outside circulation 11,416 copies daily.

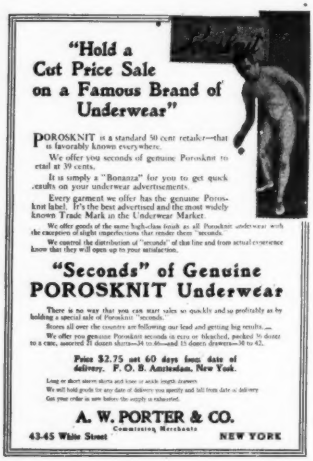
Over 38,000 copies are home delivered.

The Syracuse Evening Journal not only leads the evening field, but has by far the largest local circulation of any Syracuse newspaper.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

recognized that the quantity discount is a hardship on the small buyer, not only because he makes a smaller margin of profit, but also because it gives the big fellow an opportunity to cut the price and injure the small man's market.

Instances of this trend are not far to seek. The Ingersoll Dollar Watch has been on the market some twenty years, beginning its career when the quantity discounts system was the only plan of doing business. Consequently it is sold on a sliding scale



ONE METHOD OF KEEPING DISTRIBUTION OF IMPERFECT GOODS UNDER CONTROL

of prices to the retailer, ranging from 75 cents to 65 according to the quantity purchased at one time. But on the later products of the Ingersoll factory the sliding scale has been abandoned, and the $25 watch is sold to the trade at a uniform rate of $16 67, regardless of whether the retailer buys two watches or a thousand.

It is quite true that the Ingersoll watch is a patented article upon which the resale price can be legally maintained, thus relieving the dealer from cut-price competition. For that reason it may be easier to uphold a flat-rate price to the dealer than would be the case with an unpatented article. But as a matter of fact the flat rate can be maintained on articles which are not covered by any patent.

After the Supreme Court decision which held the price contracts of the Dr. Miles Medical Company with its dealers invalid, the Dr. Miles Company did what it is quite possible for many another manufacturer to do. It was necessary to protect the price, so every dealer was appointed an agent of the company—some 23,000 of them. The goods were shipped by the jobber (who was himself an agent) to the dealer on consignment, and the dealer paid for them after he sold them. This made the dealer legally the agent of the manufacturer who could make any price contract he chose with his own agents, and enforce it in the State courts under the general laws regarding contracts. Pretty nearly everybody knows how rapidly Hood's Sarsaparilla dropped out of sight during the period immediately following the Miles decision. It is stated that the sales dropped off to such an extent as a result of price-cutting that stores which formerly bought it in three dozen lots bought only three bottles at a time.

Kellogg's Toasted Corn Flakes are sold at an absolutely flat rate to the retailer of $2.80 per case of thirty-six packages. The rate is not cut by free deals, rebates or any other subterranean methods. And there is plenty of competition in the corn flake business; free deal competition, private brand competition and big package competition. Not long ago one of the big mail-order houses advertised Kellogg's in its catalogue at a price which represented an absolute loss. The Kellogg Company, through its house-organ for dealers, absolutely repudiated the sale to the mail-order house, and spent considerable time and money to find out what jobber had sold the goods in question. A threat to cut him off—which he knew would be

SELF-RESPECT is such a vital factor in successful business that it must show in both advertising and sales methods.

Service without self-respect carries the individual no further on the road to success than promise without performance.

Self-respect demands that the recipient of service be impressed with its true value.

A man is successful in so far as others accept *his own estimate of the value of his own ideas.*

Salesmanship has both its objective and subjective responsibilities. A man *must think he can persuade* another to do what he should do before he can formulate a line of selling talk. As soon as a man discover that other people will accept his judgment of the value of what he does for them he becomes a salesman.

A merchant is a man in whom the *store-keeper* and *salesman* have been *blended.* A successful manufacturer must have the *mental equipment* of both *mechanic* and *salesman.*

Only men who have mastered order, system and method *in selling* as well as in buying, making and distributing merchandise can make really effective use of advertising.

The day for advertising to be a primary factor in the success of any business has passed away.

Effective methods of distribution and organized personal salesmanship have proven that it takes more than the mere use of printed matter to secure supremacy.

No form of personal salesmanship nor advertising should be permitted to exist that does not *serve the ultimate consumer.* The advertising which increases the cost to the consumer is not worthy of the name.

Any man who employs salesmen or buys advertising simply because his competitor does the same, and who *thinks he could sell at lower prices* if he did not have to employ salesmen and advertising, is bound to fail. Such a man will never grasp the *consumer—service* possibilities of true salesmanship and advertising which economize the cost of doing business.

Present-day efficiency methods demand that, all effort should be planned along the line of service to the consumer who pays the final bill.

The best salesmanship and the best advertising ability recognizes this fact.

In our own work we no longer represent the publisher or space seller. We seek as customers only the manufacturer who builds on the firm foundation of *service to the consumer.*

Experience in the use of Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Poster, Painted Bulletin space demonstrates that each medium has a logical field in the telling of the selling story.

There is no competition between these mediums when each is considered in its proper place—as an opportunity for telling a sales story instead of being a primary or fundamental factor.

In planning advertising campaigns for our customers we aim to make every cent of the advertising appropriation serve the final buyer or consumer, and at the same time increase the earning power of every individual salesman.

We are willing to do all this and keep the total advertising and selling appropriation within the present percentage of sales cost. We will not accept as customers those who want to do business on any different basis.

Isn't it worth while visiting us and finding out for yourself what every one of our eighty-six people would do for you if you became our customer?

MAHIN ADVERTISING COMPANY

JOHN LEE MAHIN, President
WM. H. RANKIN, Vice-President H. A. GROTH, Secretary

1002 Monroe Bldg. Corner Michigan Avenue and Monroe Chicago

Newspaper, Magazine, Farm Paper, Trade Paper, Street Car and Outdoor Advertising

carried out to the letter—was sufficient to deter him from any future experiments in that direction, and the publicity given to the affair in the house-organ had a salutary effect all along the line.

The reproduction on page 22 was run in the Kellogg house-organ, as a pat on the back for the loyal jobbers and a warning to dealers of what they might expect from the private brand jobber who goes over their heads to the consumer.

The dealers' house-organ, indeed, can be made a very effective means of protecting the goods on the market, not only as a means of educating dealers in the house policy, but as a weapon in dealing with specific cases like the above. Small dealers, particularly in the country towns, are quick to become disgruntled at the advent of the price-cutter, whether it is a mail-order house or a big store in the neighboring county-seat. The house-organ gets to them all at once and quickly, and can explain a situation at greater length and in terms which would be impossible in any other way.

Some houses, like Colgate for example, place so much importance upon the necessity of protecting the goods, that they maintain a more or less elaborate system of "watchers," who look out for all sorts of conditions which might injure the goods in the eyes of consumers. In addition to this there is a system of rebates or bonuses, whereby the retailer earns a sort of retroactive discount if he does not cut the price, maintains his stock at a suitable standard, etc. This system obviates one of the objections to the free deal, inasmuch as the discount applies on the retailer's *next* order, and there is no temptation for him to overstock—which often means stale goods—to get the discount. Moreover, the rebate applies to all purchases, of whatever size, and is a reward for living up to a certain standard of merchandising, rather than an inducement to purchase goods. Hence the small dealer profits at the same rate as the large dealer, and a good deal of possible ill-feeling is eliminated.

On some lines of goods which are seasonable—like wearing apparel, for instance—it is necessary to cut the price at certain times to protect the dealer from the necessity of carrying the goods over to the next season, at which time they may not be salable. Some manufacturers protect the reputation of the goods at such times by supervising the cut sales themselves, inserting newspaper advertisements in the names of the dealers, offering the goods at certain uniform reductions. Thus all dealers cut at the same time, and to the same degree. Moreover, the manufacturer is enabled to explain to the consumer the reasons for the reductions. Frequently imperfect goods or "seconds" are sold at reduced prices, but are not allowed to get into dealers' hands indiscriminately. The accompanying cut is the reproduction of an ad to the trade issued by the Porosknit underwear people. It is to be noticed that, though the ad is signed by a jobber, the goods are shipped direct from the factory at Amsterdam, N. Y. Thus the company knows exactly who has "seconds" on sale, and any offer of them as perfect garments can be stopped. Manufacturers in some lines, like Dunlap hats, Manhattan shirts, etc., protect the goods by appointing exclusive dealers in towns or certain sections of cities. It is a simple matter to take the line elsewhere if the dealer cuts the price, or does not maintain a suitable assortment in stock, or does not keep his stock in proper order, etc.

But suppose a dealer has been unintentionally overstocked, or cannot sell the goods in his town, or goes out of business. Suppose he goes into bankruptcy, and a receiver's sale follows. A cut price on the goods is the result, frequently accompanied by the practice of passing off damaged goods as perfect. The Gillette Razor Company and the Columbia Graphophone Company, among others, meet this condition by taking back all goods which are not

salable at the regular price, at the full price paid by the dealer for them. The goods are either taken back through the jobber, or some other dealer is found in the vicinity who will stock the line. In any case the full value is allowed, which means every cent the first dealer paid for the goods.

Damaged or shopworn or goods which have become unpopular in some cases are sold at a reduced price, but there is a growing tendency to exchange them for perfect goods rather than allow them to injure the reputation of the line either for price or quality. Sometimes the dealer is permitted to make an even exchange—one damaged article for one good one—and sometimes he is required to buy new goods to a certain proportion of his exchanges. The talking machine companies every year issue lists of "cut-out" records; that is, records of songs of the day and the like which have lost popularity. These records are made the basis of an exchange proposition, one popular record of the dealer's own selection being given for one record from the cut-out list. Usually there is a provision that dealers purchase at least one record for every exchange made. That is partly for the purpose of making more sales, and partly to minimize transactions at the factory by inducing dealers to make their purchases at the same time with the exchanges.

Protecting the goods on the market costs money, and sometimes it *looks as though* it meant the loss of some immediate sales. But it pays dividends in the form of increased loyalty of the dealers and in preventing depreciation of the name value of the product. Twenty years ago it would have been difficult to find half a dozen concerns who really tried to do it. To-day there are scores who not only try, but in the great majority of cases succeed in keeping the reputation of their goods free from the blemishes which attack them while they are on the road from manufacturer to consumer.

The
George L. Dyer Company
42 Broadway
New York

Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

WHAT THE ADVERTISER SHOULD DO FOR THE DEALER

A DEPARTMENT STORE MAN POINTS OUT WHAT HE BELIEVES TO BE THE WEAK POINTS IN SOME NATIONAL ADVERTISING CAMPAIGNS —SHORT-SIGHTED SELFISHNESS ON THE PART OF THE MANUFACTURER RESPONSIBLE FOR DEALER'S LUKEWARMNESS OR ACTIVE OPPOSITION TO TRADE-MARKED GOODS

By F. W. Aldred,
Secretary, B. H. Gladding Dry Goods Co., Providence, R. I.

[EDITORIAL NOTE:—That the following article represents the views of many retailers cannot be doubted. While PRINTERS' INK will have to take issue with the author in portions of his argument, nevertheless he presents an able exposition of certain evils which undoubtedly exist. Mr. Aldred combines the view-point of both retailer and advertising man, for in addition to his department store affiliation, he is at the head of the Providence advertising club and is prominent in the affairs of the national association of advertising men. Inasmuch as he is here giving voice to the views of many retailers, his opinions, even though in places they go against the grain, should be of interest to the manufacturers and national advertisers whom PRINTERS' INK reaches, much of whose interest lies in obtaining the good will of the dealer.]

An editorial in the *Dry Goods Economist* of Saturday, June 1, referring to PRINTERS' INK, is entitled "Co-operation Their Safeguard," and emphasizes the need of manufacturers recognizing that "the retailer is a necessity in the distribution of merchandise."

Failure to recognize this is exactly the reason why another quotation from the *Economist* expresses the truth very mildly—at least as regards the better class dry goods and department stores —"At the present time a certain amount of opposition on the part of retailers to the handling of trade-marked goods has undoubtedly been created, largely through the mistaken policy of ignoring the retailer's interests which some manufacturers have been induced to adopt."

In reading many articles on the subject of trade-marks in PRINTERS' INK, I have never seen expressed in print a point of view and conclusions derived therefrom which, I believe, are increasingly general among the great body of retail dry goods and department store buyers, merchandise and advertising sales managers.

First, the name of any reputable high-class retail store is far more potent with its customers than that of any but a relatively few manufacturers and importers. Advertising men to the contrary notwithstanding, in relatively few cases do women—taking the trade of the large retail stores as a whole—come in and ask for goods, specifying the name or trade-mark of the maker. Just as granite is eventually worn away by the constant dropping of water, however, the continual advertising of more and more commodities is changing this in favor of the producer. The retailer would welcome this if it were not for the exasperating and short-sighted selfishness of so many of the successful national advertisers.

Second, the tendency for the successful national advertiser is to gradually lower the possible profit to the retailer until this profit gets to or below the retailer's cost of doing business. This is a major reason why the retailer, whose expenses for all kinds of *service* are continually being jacked up by competition and the requirements of his customers, is becoming less and less anxious to exploit trade-marked goods and more and more anxious to put his own brand on the goods or, at least, have no name but his own connected with the goods.

It does not help the retailer to say that the maker's advertising of the product is reducing the retailer's cost of selling that product when the latter's percentage of profit on each transaction is less than his percentage cost of doing business (both figured on the retail price, of course).

Toilet articles are perhaps the worst offenders in this respect. Pears' Soap, costing approximately ten and selling at twelve cents, is not being pushed by any retailer who is in business to make money. Barring occasional ex-

(*Continued on page* 32)

Does This Tell What You Want to Know About It?

Farm families read it.

Men read it.

Women read it.

Each copy goes to a subscriber.

Every subscriber pays in advance for from 52 to 260 weeks.

They trust it.

It carries no fraudulent advertising — no medical and no whiskey copy.

Its life is as long as any magazine's.

It contains information useful in growing and marketing crops; with current news and some fiction.

Its readers have both brains and education.

Naturally, they make money.

They live where farming is done on a Brobdingnagian scale.

Two-thirds of the circulation is in the rich states of Missouri, Kansas and Oklahoma.

Many of the shrewdest space buyers — men "from Missouri" — use it regularly.

Rates?

Write—

The Weekly Kansas City Star

Read by over 275,000 of America's Richest Farmers

And every one of them has paid his subscription one year in advance.

An "Original" Farm Journal---There's No Substitute for the Weekly Kansas City Star

New York, 41 Park Row **Kansas City, Mo.** **Chicago, Hartford Bldg.**

Don't forget that the dealer

is the power behind the merchandise. "Going over his head" and swinging "the big stick" keeps him from pushing your goods.

By advertising in the

Sunday Magazine

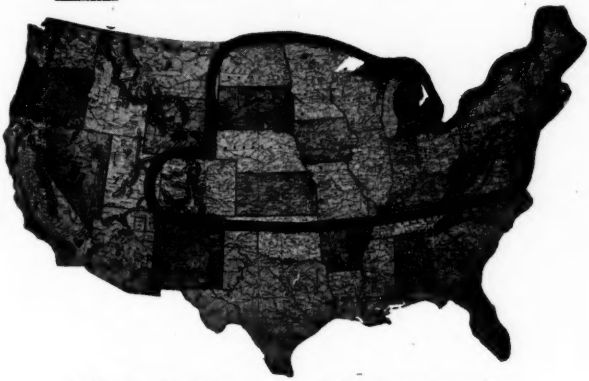
of the

Chicago Record-Herald	Washington Star
St. Louis Republic	Minneapolis Journal
Philadelphia Press	Rocky Mountain News
Pittsburgh Post	Buffalo Courier
New York Tribune	Detroit News-Tribune
Boston Post	Baltimore Sun

With a circulation of nearly a million and a half concentrated in the richest States of the Union you co-operate with your dealer right in your dealer's territory—you increase his sales to his customers and your sales to him.

Thirteen thousand seven

hundred and eighty-eight cities, towns and villages form a tremendous merchandise outlet. And when these 13,788 are situated in the thickly populated States—the States that hold the country's pocketbook, they are worth-while territory—the heart of prosperous America.



Inside the black line is the richest, most populous part of the country.

This is the territory where practically our entire circulation is concentrated.

The Associated Sunday Magazines

1 Madison Ave., New York **Record-Herald Bldg., Chicago**

ceptions to impress his low prices on the public, the retailer will push those goods on which he makes the best or, at least, a good profit and is only showing ordinary common sense in so doing.

Maintenance of a fair retail price on an advertised product, with a reasonable margin of profit to the retailer, is the solution of this working at cross-purposes. Moreover, the retailer wants some assurance of the continuance of this condition of co-operation and reasonable consideration by the national advertiser. All too often it continues only while the national advertiser is getting a strangle-hold on the retailer's customers—and this sometimes almost entirely through the prestige and active pushing of the product by the retailer.

Third, every merchant knows that a large proportion of national advertising is absolutely thrown away, so far as any help to his business is concerned, and that it is his local advertising and his introduction of goods over the counter which makes most products. So true is this that many great national advertisers know to-day that the chief direct result of their advertising is to furnish their salesmen with an additional argument to induce the retailer to stock up and himself exploit and push the goods over the counter and through his own advertising.

To sum up, the retailer has just four bases of comparison to employ in influencing customers to trade at his store rather than his neighbor's: (1) something for nothing or price-cutting, (2) service, (3) fashion or style precedence, and (4) reliability. This last has been in the past the one least used by retailers, except in a vague, general way. The guarantee of satisfaction or money back is one development of the reliability idea as a lever for building business. But in the standardizing, trade-marking and identifying of his staples lies the retailer's greatest unexploited opportunities for present business, present and future profits and insurance against arbitrary treatment by manufacturers. The sale of staples and semi-staples makes up probably fifty to seventy-five per cent of the business of large dry goods and department stores. Only recently have the heads of these stores begun to grasp the great opportunities which are slipping by them as more and more national advertisers come into the field and gain a commanding, sometimes monopolistic, position through their aggressive advertising.

Most staples in a dry goods or department store are sold at approximately fixed prices, i.e., prices which customers prefer to pay, as twenty-five-cent, three for $1.00 and fifty-cent hosiery. To-day it is often possible for a retailer, buying in sufficient quantities, to offer better values to his customers at a better profit to himself at these fixed prices than the similar goods of national advertisers. As his local reputation is superior in pulling power to the pulling power of the national advertising of the manufacturer, why should not the retailer gain present profit and insure his future by building on this fact?

Nothing I have said above is intended to "knock" national advertising—far from it—merely to direct attention to the terrific waste and inefficiency of much of the national advertising for which the retailer and consumer invariably pay in the long run. Advertising—or rather space buying and filling—is too generally regarded as a substitute for intelligent, constructive merchandising and sales methods. The latter, together with reasonable consideration for the retailer's problems, are both altogether too rare among national advertisers.

I believe nine out of ten advertising sales managers of the larger stores will substantially agree with me in most of the above.

OUT OF CHELTENHAM

C. H. Whitaker, formerly of the Cheltenham Advertising Service, is now vice-president of H. H. Walker, Inc., New York City. F. X. Cleary, formerly advertising manager of the Western Electric Company, and of late with the Cheltenham Service, is now a member of the Walker organization.

"ADVERTISING TIPS" FROM THE PHILIPPINES

A copy of a Philippine newspaper carries a "reading notice" ad of a co-operative publicity company at Manila. The enthusiasm, at least, of the ad is genuine, but a reading of it leads one to ask if a new grammar of English usage is being evolved in our island possessions. Some of the more stirring passages follow:

"Keeping your eye on the 'inquiry record file,' in order to determine results obtained, and simultaneously ascertain the value of your 'ad carrying publication,' is conflicting and inaccurate.

"In how many languages and dialects published, (the more naturally the merrier.)

"Carefully compare the above with the trend of public opinion, whether economic, industrial, independent, or extremely politic, then, without the aid of a 'Whites' academic arithmetic,' the fact of whether or not, such publications as you might be interested in, are of interest to the masses is accurately ascertained.

"Any publication whose policy is directly in line with public opinion and which is published in the familiar languages of the people are capable of results.

"In the Philippine Islands, customs and traditions are different, *doings are done quite distinct*, and as has been repeatedly demonstrated in former articles on this subject, methods that have proved resultful in other countries, are wholly impracticable here. It has been discovered that periodicals whose entire editions failed to elicit a single inquiry, were directly responsible for increased business. Not one fourth of those, whom some advertisement have attracted make inquiries, but, most generally make a note of the article advertised and the distributor, for immediate or future reference; when ever he or some townsman are presented with the opportunity of visiting some city or the Metropolis, the article desired is purchased, and so far as the advertiser and the 'file case' is concerned, the source of such purchase is unknown. For instance our own 'reach the people methods' might be in need of minor improvement, yet, from a standpoint of publishing the 'dope' that the people want and that is of interest to the masses, we refer you to our advertisers as to our 'being there with the goods.'"

Robert B. Leffingwell, who has been on the *Woman's World*, has resigned to take effect on July 1, at which time he will join George Currier on his new paper, the *Household Guest*.

W. A. Carroll and Edward Bloesser, of the Kastor Advertising Agency, have resigned to start a special agency. They will represent the St. Louis *Star*.

A. R. Keator has been appointed Western representative of the *Readers' Magazine*, with office in the Hartford Building, Chicago.

W.H.C.

The Woman's Home Companion is the woman's home companion in every walk of her life, on each day of the week, in her domestic relations and in her social relations, as a wife, as a mother, as a daughter, because it supplies her with what she wants most.

SELLING THE PROSPECTS' IDEAS TO HIMSELF

THE STORY OF THE TWO SALESMEN AND THE MOTOR CAR—THE UTILITY AND SERVICE OF A PRODUCT MAY MEAN A DOZEN THINGS TO AS MANY MEN—TO FIND THE PATH OF LEAST RESISTANCE ADVERTISING COPY MUST SUGGEST THE POSSIBILITIES OF PECULIAR BENFFIT TO PEOPLE OF WIDELY VARYING WANTS AND DIFFERING IDEAS OF COMFORT AND CONVENIENCE

By Charles C. Casey.

Do people buy your "product," or do they buy what your product makes possible for them?

Do people buy what you advertise, or do they buy some idea they have in their minds about your product?

Some months ago I decided that if I could escape the time-destroying work of pounding out on a typewriter everything I wanted to write at home, I could do a great deal more work.

I felt the handicap of a serious disadvantage in home work as against office work. I felt the need of a service which could be supplied in any one of several different ways.

Custom and the first suggestion prescribed a stenographer. I counted the cost and decided that method was too expensive. The need was ultimately filled with a business phonograph.

What did I buy?

So far as the seller was concerned, I bought a phonograph. but what did *I* the *purchaser* buy?

I bought *freedom* from the drudgery of writing down my own ideas.

I bought a possibility of doing work I could not otherwise have done.

I bought the convenience of being able to dictate my thoughts at any hour of the day or night with full knowledge that they would be taken care of without further attention on my part.

I bought freedom from the prohibitive expense of employing a stenographer for whom I could not supply continuous work at the place where I wanted the work done.

If I could have bought these services in the open market at so much a pound, with full assurance that the service would be satisfactory, I would have had no use for either a phonograph or a stenographer.

I had no sentimental hankerings for a "phonograph." I didn't fall in love with its hardwood case, nor with its polished nickel trimmings. Its singing motor wasn't music to me, nor its continually revolving wheels an attraction.

I didn't buy the *phonograph* at all. I didn't buy anything inside the machine nor outside of it.

Neither did I buy what the machine would do. I bought what it would *save me from* —what it would enable me to do.

I know a man who paid a nice wad of good, spendable money to a real estate man and took a deed to a house in exchange.

What did *he* buy? He didn't buy the paper which the real estate man gave him, for the paper

(*Continued on page* 37)



ADVERTISING WHAT THE PROSPECT WANTS

FIRST
PATENTABLE
MAGAZINE
ADVERTISING

WORLD'S
WORK
STRIP
SYSTEM

POSTER
EFFECT—
LOW COST

CIRCULAR
NOW
READY

DOUBLEDAY, PAGE & COMPANY announce for the first time an arrangement of advertising for standard size periodicals that is worthy of protection by the patent laws.

The World's Work Strip System

makes it possible to secure striking effects that attract and hold the attention, at comparatively low cost. It will be the advertising sensation of 1912.

Our circular exhibiting the WORLD'S WORK STRIP SYSTEM is ready. We will send it to any advertiser or agent upon request.

DOUBLEDAY, PAGE & COMPANY
The World's Work
GARDEN CITY, NEW YORK
New York Boston Chicago Cleveland

HENRY SIEGEL, Pres.
FRANK E. VOGEL, Vice-Pres. & Treas.
JOHN E. BUTLER, Vice-Pres.
OsCAR A. PRALL, Sec'y.

PARIS, 1 Cite Trevise
LONDON, 20 Cheapside
CONSTANTINOPLE
Dilsiz Dade Han



SIMPSON-CRAWFORD CO.

Sixth Ave 19th to 20th Street.

CABLE ADDRESS "WARWICK"

New York, May 31, 1912, *191*__

Publisher Evening Telegram,
Herald Square,
New York City.

Dear Sir:

No doubt you will be interested in knowing of the success of the Rug advertisement which we placed in the Sunday Evening Telegram, May 26.

The results of this ad were entirely satisfactory to the Simpson Crawford Co., and I believe, sold more of a single rug than any advertisement ever before.

The Rug was an exceptionally good bargain, at the price we offered it, and the response was to be expected.

The result convinces us that the Evening Telegram is widely read on Sunday Afternoons, and is an unusually good advertising medium.

Very truly yours,

SIMPSON CRAWFORD CO.
Henry Siegel

as paper wasn't worth anything.

He didn't buy the *house*, because he wasn't sentimental about brick and stone, or wood and mortar.

He didn't buy freedom from paying rent, because he was one of those sensible fellows who know that money is worth money no matter who owns it, and that he could invest the price of the house in a way to make it pay him as much as he would have to pay in rent for the house.

I happen to know why this man bought the house. Here it is in his own words:

"I bought the house *so I can do as I please while I am at home.* I can dance, or I can sing. I can turn the dining-room into a bowling alley or a skating rink. I can dig up the lawn or I can throw bricks on the roof. I can paint the woodwork green, or I can fill the bathtub with red ink There's nobody upstairs and nobody downstairs but *me*, and those who want me to have my own way. I can do anything I please, *and no man under the sun can say no.*"

With a few rare exceptions we never buy the thing which the seller has to sell.

A business man, without any sentiment, sense of pride, desire to "show off," or to make things pleasant for his friends, was approached by an automobile salesman who tried to sell him an automobile. But he wouldn't even listen. He has no use for an automobile and said so.

Next day another salesman approached this same man and in thirty minutes had his check for a fine car. He sold him a way to get to and from his work without hanging to a strap and with a saving in time worth the price of the car in a year—sold him a lot of fresh air, some pride, a little speed mania and several conveniences and pleasures possible only with a motor car.

When this business man wrote his autograph on a big check, the salesman delivered to him a fine motor car, and showed him how to get what he had bought and paid for.

Did this man buy an automobile? Not much.

If the salesman could have delivered the pleasures, the conveniences, the freedom from several *in*conveniences and *dis*pleasures and the saving of time, etc., in any other way it would have suited the business man equally as well. It wasn't the motor car he wanted.



SELLING PRIDE-DELIVERING CLOTHES

The only way a man is ever induced to buy a thing is to show him some way in which he will get more convenience, or freedom from inconvenience, or more money-making or money-saving value than his money will buy in any other thing he knows about.

It is a human fact that a man never pays his money for a thing which he considers only of equal value. He insists on getting something worth *more* to him in some way than his money will buy in any other known thing.

When you are selling, just remember that. It will help you to realize that what you sell may not be even a small factor in the deal on which you depend for your check.

The phonograph salesman didn't

sell me what *he* thought he was selling me. I didn't analyze my buying mind for him and he probably won't figure it out for himself. He's on the other side of the wall of human nature.

The man who bought the house got what he wanted, but the real estate man never even suspected what his customer really bought—the *house* and the *price* and the *commission* were so big he couldn't see anything else.

The first automobile salesman probably thinks the second one is a "wizard" or a "thief"—or that the prospect went home and read "mechanical superiority" advertisements until he "fell in love" with auto oil and the smell of gasoline smoke.

The second salesman, with a basketful of hypodermics and a two weeks' vacation, might be able to give the first salesman some light. But he won't—he is too busy giving away automobiles and depositing big checks from people to whom he is selling *pleasure* and *convenience* and freedom from *dis*pleasure and *in*convenience.

The first kind of salesman will spend hours of the prospect's time explaining how the machine "works," how perfectly it is constructed, why blue steel, or nickel steel or brass or something else was chosen for particular parts. He will spend weeks taking the prospect on long tours and feeding him all the eatables the high-class shops can put out—and finally watch the prospect ride away in a competing car.

The second kind of salesman will often go to a prospect who has refused to listen to "automobile talk" and get his check for a bigger, better car on the spot without the man ever seeing more than a catalogue print of the machine.

The advertisement is a salesman, selling through the eye of the prospect instead of his ears.

Some advertising *is* selling goods without talking the prospect to sleep about mechanical superiority, durability and other similar but comparatively unimportant points.

It is possible to apply to automobile advertising, or to almost any kind of advertising, the methods which the salesman I have told about has applied to his "ear" salesmanship.

He has simply gone to the root of things. He has gone below the head of the tack to find the point that sticks. He has analyzed the *reasons* for things. He has searched out the buyer's point of view—the human nature behind the listening ear.

Let the ad writer do the same. Let him buy his own product as the brand-new prospect must buy it. Let him drill through the armorplate of his proposition with his mind and see what is inside.

Then let him write a headline for his ad that will get the interest of the prospect like the first words of the salesman get the interest of his prospects. Make the headline strong enough to inspire him with a need for your product. Then he will want your product.

Let the man who directs the building of the ad search out the human nature behind the reading eye. Let him know the real, down-inside reasons why his product is worth more to the prospect than his money will buy in anything else.

It has taken a hundred times longer, and cost a hundred times more money, to tell the world *why* it wants the automobile than it ought to have taken.

Why? Just because a few hundred men have not understood their problem and their prospects like that one lone automobile salesman understands his prospects.

If he could paint his word-pictures on the pages of national magazines so they would get read like they get listened to—

Well, the world would soon be just one big "bug-house" full of motor-car fiends.

But in the fierce struggle to make all prospective users realize that every car is better than any other car, few auto advertisers have taken time to work out a way to make people hungry for what the auto makes possible.

STRATHMORE QUALITY



A GREAT writer once said: "To find the exact word—that is the difficulty; and there are no synonyms."

This is just as true of the papers which convey your business message. There is one perfectly suited to your needs. It is not difficult to find if you seek it at your Printer's in his Sample Book of

"Strathmore Quality"

Book and Cover Papers

There you will find papers that convey the Quality note—some that bristle with strength—some that are sturdy with reliability—some that breathe gentle art.

No matter the nature of your proposition—there is a "Strathmore Quality" stock that will add to its attractiveness, to the greatest possible degree.

Before ordering any more printing, ask your Printer to show you the "Strathmore Quality" Sample Books, or we will send them.

Strathmore Paper Company

MITTINEAGUE, MASS., U. S. A.

COURT UPHOLDS CURTIS IN REFUSING WINTON COPY

TWO INTERESTING POINTS WHICH WERE SUGGESTED BY THE APPLICATION FOR AN INJUNCTION TO COMPEL THE CURTIS PUBLISHING COMPANY TO RUN AN ADVERTISEMENT WHICH REFLECTED ON SIX COMPETING AUTOMOBILE MANUFACTURERS—JUDGE MCPHERSON'S OPINION IN FULL—WHAT STARTED THE ACTION—HOW THE WINTON PLANS HAVE BEEN REVISED

Two points of vital importance to the advertising world were raised in the action brought by the Winton Motor Carriage Company against The Curtis Publishing Company, which was recently decided by Judge McPherson, of the District Court of the United States, Eastern District of Pennsylvania:

1. Is a publisher justified in rejecting an advertisement if the tone of the copy reflects upon other manufacturers?

2. Is an advertising agent the legal representative of the publisher or of the advertiser?

Both of these points often have been the subject of acrimonious debate, but there never has been any definite ruling. In the decision just handed down the right of a publisher to reject copy which does not accord with the rules of his publication is rather clearly defined. It is also recognized that a contract existed between the publisher and the client. In view of the fact that neither the publisher nor the client knew the text of the advertisement for which space was reserved some time ago, the question of just whom the advertising agency represents was not settled.

The original space reservation was placed in August, 1911, by the Winton Motor Carriage Company through the Lord & Thomas Agency, of Chicago, and called for a double center spread in the issue of the *Post* of June 29, 1912. It was on May 14 of this year that The Curtis Publishing Company notified the Winton people that the copy was not acceptable. The suit was brought to compel the fulfillment of provisions made in letters between Lord & Thomas and the Winton people. These letters were alleged to constitute a contract which was not only binding upon the agency but also upon the publishers. The contention was strongly made by the plaintiff that Lord & Thomas are the agents not of the Winton Company but of The Curtis Publishing Company, because it is the latter who pays them for their services. The celebrated lawyer, John G. Johnson, of Philadelphia, appeared for the defendant. The plaintiff was represented by Judge Crisp, who won the Selden Patent case. There was no oral testimony, affidavits being submitted on both sides.

In the objectionable copy there was a comparison between the "overhead" charges of the Winton Company and the average overhead charges of six other automobile concerns. Naturally, this comparison favored the Winton concern. The text argued that the expenses relative to funded debts, notes, mortgages, sinking funds and the like had nothing to do with the amount of *quality* built into a motor car and consequently the Winton people could give the same quality as the six competitors and at a much lower price.

In the brief submitted by the Winton Company, it was stated that the *Post* objected to the advertising for three reasons: First—It would bring upon the Winton people criticism from competitors. Second—Automobile manufacturers who had used the *Post* as a medium might become prejudiced against the publication. Third—Advertisers who had it in mind to use the *Post* might be led to give up the idea, if the advertisement reflecting upon other *Post* advertisers appeared.

PRINTERS' INK readers will be interested in Judge McPherson's reasons for denying the motion for an injunction to compel the *Post* to live up to its contract. The comments of the court suggest certain things which should



Concentrate

The Greatest source of wealth of the United States is its agriculture.

Few advertisers can even approximate a maximum business without securing the rural trade.

How easily this rural trade can be reached is shown by the fact that more than half the value of farm products for 1911 came from these ten Western States.

Iowa	**Oklahoma**
Minnesota	**Kansas**
Wisconsin	**Nebraska**
Illinois	**South Dakota**
Missouri	**North Dakota**

THESE TEN STATES PRODUCED, IN 1911, FARM PRODUCTS TO THE ESTIMATED VALUE OF $5,087,000,000.

THE REST OF THE UNITED STATES PRODUCED $4,713,000,000.

It is therefore imperative that advertisers seeking rural trade concentrate their efforts in the Middle West, including, if possible, Indiana and Ohio, also great agricultural producers. In this way the cream of the agricultural trade can be reached at a comparatively low cost.

For very many advertisers it is important to reach the woman in the home as well as the man. The farm woman not only buys largely herself from her independent income from butter, eggs and dairy products, but she actively participates in all purchases for the home and often in those for the farm itself.

No other publication in the entire country meets the requirements named so fully as THE PEOPLE'S POPULAR MONTHLY of Des Moines. Three-fourths of its circulation is within 500 miles of Des Moines. Eighty-two per cent of its subscribers are women. It is also read carefully by the men.

It concentrates in the rural Middle West, where you should concentrate.

People's Popular Monthly

DES MOINES, IOWA

W. E. RHODES,
1017 Unity Bldg.,
Chicago, Ill.

R. R. RING,
711 Globe Bldg.,
Minneapolis, Minn.

C. A. COUR,
409 Globe Democrat Bldg.,
St. Louis, Mo.

DAVID D. LEE,
1702 Flatiron Bldg.,
New York City.

O. G. DAVIS,
306 Gumbel Bldg.,
Kansas City, Mo.

be avoided if one expects to get relief in an action which is along the lines of the one recently decided. Judge McPherson said:

"It is no doubt true that under exceptional circumstances a court of equity will issue a mandatory injunction even at a preliminary stage of the litigation. But heretofore—so far as appears from the cases cited—the writ has been issued for the sole purpose of preserving or of restoring a *status* in order that a dispute might be fully heard and the rights of the parties determined upon final hearing. Here, there is no *status* to be preserved or restored—the contract in question being still executory—and therefore the pending motion asks the court to take a long step in advance, for a preliminary injunction is now requested that shall decide the whole of a controversy at the very beginning of a suit, and shall enforce specifically a contract whose terms and scope are still undetermined. Concededly, an agreement of some kind was made, but its precise terms and scope are the subject of dispute. A brief statement of fact will make the situation more clear.

"The defendant publishes the *Saturday Evening Post* in the city of Philadelphia. This is a weekly journal of very large circulation and by reason of the social and financial standing of many of its readers it is an unusually valuable medium for the advertising of automobiles. About a year ago, the defendant agreed with the plaintiff, a manufacturer of high standing, to publish such an advertisement in the issue of June 29, 1912. When the contract was made, neither party knew what the contents of the advertisement would be. In May, 1912, the copy was submitted to the defendant, and was rejected after conference and consideration on the ground that it contained misleading statements and reflected injuriously upon competing manufacturers. For this reason the defendant regarded it as obnoxious to one of the journal's rules, which is averred to have been well known to the plaintiff. Thereupon the plaintiff's bill was filed and the court is now asked to compel the defendant to publish the advertisement without change on the foregoing date. It is therefore apparent, I think, that the parties do not agree concerning the scope of the contract; the plaintiff asserts that (within certain decorous limits) it is entitled to print whatever it pleased, while the defendant asserts that it was only bound to publish such matter as complied with its rules, and the plaintiff was aware of these rules and knew the copy must conform thereto. It was also made clear at the hearing that the parties do not agree concerning the characteristics of the proposed advertisement. The plaintiff took the position that its statements were fair and accurate and reasonable, while the defendant contended and offered some evidence to show that the statements are vague, unreasonable, inaccurate, and not capable of being verified. In this situation, it is plain, I think, that before the order to print can be made I must accept the plaintiff's view that the advertisement is free from objection even when tested by the defendant's rules. And I must then go on to decree specific performance of the contract at the very beginning of the suit instead of at the end—where alone such a decree is usually entered—and moreover must do this without giving the defendant an opportunity to be heard upon the points in dispute by the regular and orderly method of procedure. I am not prepared to take this step. There is no doubt that the advertisement cannot appear on June 29 unless the order now asked for is made at once—for I understand the issue of that date will go to press on June 5—and therefore that to refuse the order amounts to a denial of relief in case the facts should ultimately appear to be as the bill avers them. But I can only say in reply that while this is true the fact does not put the case into a class by itself. What has happened is simply this: like many other unsuccessful suitors, the plaintiff has unfortunately not been able to present a case that would justify a chancellor in acting—and especially in taking the unprecedented course that is now urged."

The Winton people are said to have spent much time in the preparation of the copy which was turned down. It was planned to make the argument the keynote of a campaign on behalf of the 1913 output of their plant. Previous to the decision in favor of the *Post* several publications had signified their willingness to run the copy under dispute. It is now planned by the Winton Company to use these publications. New copy has been prepared for the *Post*.

MEETING OF TRADE PAPER MEN

The last meeting of the Chicago Trade Press Association, before vacation time, was held at the Press Club of Chicago, Monday evening, June 3, with thirty-seven in attendance.

This was a most enjoyable meeting, the principal talk of the evening being delivered by R. R. Shuman who told in his entertaining way of his trip to Dallas and what took place at the convention.

Other speakers of the evening were C. L. Bates, of the *Practical Engineer*, who told how he gets new subscribers, while E. E. Haight, of the *Motor Age*, presented their system of handling subscription renewals.

The next meeting of the Chicago Trade Press Association will be held the last Monday of September.

F. S. Kelly, formerly of Lord & Thomas and *Hampton's Magazine*, has been appointed the Western representative of the *American Motorist* with headquarters in Chicago and Detroit.

"Quantity—Quality"

Six Little Stories of Leadership

The Month of May, 1912, Compared with May, 1911

1. **TOTAL ADVERTISING LEADERSHIP**

In Total Advertising the American romped away ahead of its competitors in GAINS, as the following figures show:

MORNING and SUNDAY AMERICAN Gained 77,630 Lines
Morning and Sunday World - - Gained 4,792 Lines
Morning and Sunday Herald - - Gained 3,472 Lines

2. **DRY GOODS ADVERTISING LEADERSHIP**

AMERICAN **gained** 51,544 lines of Dry Goods advertising, **leading** all other Morning Newspapers in **gains.**

3. **FINANCIAL ADVERTISING LEADERSHIP**

In Financial Advertising both the World and the Herald **lost,** while the AMERICAN made the healthy **gain of 20%.**

4. **AMUSEMENT ADVERTISING LEADERSHIP**

AMERICAN **gained** more Amusement Advertising than **all other** Morning and Sunday newspapers **combined.**

5. **HIGH CLASS HOTELS AND RESTAURANTS ADVERTISING LEADERSHIP**

AMERICAN **gained** 15,529 lines of Hotels and Restaurants Advertising—more than **all other** Morning and Sunday Newspapers **combined.**

6. **MISCELLANEOUS ADVERTISING LEADERSHIP** (Mostly High Class "Foreign")

AMERICAN **gained** 8,614 lines while **every** other Morning and Sunday newspaper **lost.**

Figures Compiled by Statistical Dept.
New York Evening Post

New York American

Advertising That Pays *Grows*
Advertising That Grows *Pays*

COPYWRITER RESPONSIBLE FOR USELESS INQUIRIES

THE STORY OF A POSTSCRIPT THAT BROUGHT PROLIFIC REPLIES BUT MADE FEW SALES—WHY A GOOD INQUIRY HELPS TO SPUR ON THE SALESMAN—ANSWERS FROM BOYS AND GIRLS NOT SO WORTHLESS AS THEY HAVE BEEN CALLED.

By B. F. Geyer,

Of S. F. Bowser & Company., (Oil Storage Systems) Fort Wayne, Ind.

It should be the object of every ad writer where advertising is done for the purpose of obtaining inquiries, either in part or in whole, to prepare his copy so it will eliminate, or at least reduce to a minimum, replies from the curiosity seeker.

There are people who make a practice of answering advertisements for no other purpose than to get "mail." They think it looks important. In addition to this class a great many children, boys and girls from eight to ten years old, who are attracted by the illustrations, many times want the literature for the pictures, etc. The former class is getting smaller every year. In some cases it is almost impossible to prevent the boys and girls from answering ads. But their inquiries are not so objectionable as those of the other class because they may become prospects later and there is nothing like getting an early start. The man or woman who replies to an advertisement designed for the sole purpose of getting a reply only is usually from those whom you never rate as good prospects. Where a great number of such replies are received you will usually find it is the *fault of the advertiser.* The copy leaves the impression that all that is wanted is a reply.

Last spring a certain manufacturing company wanted to circularize the automobile owners. After considering the matter very carefully it was decided to use a multigraphed letter and send it out under first-class postage. Then someone argued that to enclose a stamped return post card would increase the number of replies. Finally after much argument this plan was adopted. The letter was written and I believe everything would have worked out nicely if a postscript which was added to the letter had been omitted. The letter covered the matter satisfactorily but in the postscript the statement was made that a reply was wanted in order to correct any errors that might be in the mailing lists, etc. This statement spoiled the effect of the letter. Thousands of replies were received from the very start and it looked as if the idea was going to be a winner but about three weeks after the first replies were received the trouble began to show. The inquiries had been referred to the salesmen immediately and within three weeks their reports showed that most of the replies were made in response to the postscript. As it required nothing but the signature, in many instances the recipient signed and returned the card without giving the matter any consideration. A final analysis showed that not over ten per cent of the inquiries received were good.

Here is a false argument used by many. They say, "What difference does it make whether your inquiries are good or bad so long as you get enough good ones to make your sales from inquiries amount to the same as they would if you get only good inquiries." While this statement looks reasonable on the face of it a careful examination will show it is not. For instance, we will assume one hundred replies were received, fifty of which were good. The company has to spend time and money not only in the office but through their men on the road to run down each inquiry to find which are good and which are not. If you had received but fifty all of which were good the company saves fifty per cent of its time and money spent on the hundred and still gets the same amount of sales. Then, too, if you can send the salesman good inquiries all the time he will give them quicker and better attention.

Largest German Daily Newspaper Circulation In America

Sworn Circulation Affadavit

State of New York } ss:
County of New York }

THEODORE POLLENZ being first duly sworn, deposes and says:

I am the circulation manager of Das Morgen-Journal, a daily newspaper published in the German language at No. 18 Spruce Street, Manhattan Borough, New York City, and have charge of the books and all other matters of said newspaper pertaining to its circulation.

That the circulation of the **Sunday edition of Das Morgen-Journal published on June 9, 1912, amounted to 102,715 copies.**

Sworn to before me this
10th day of June, 1912. THEODORE POLLENZ.

MACDONALD DE WITT,
Notary Public,
New York County.

New York's Leading German Daily

Morgen-Journal

102,715

Circulation Greater Than the Combined Circulations of All Other New York German Morning Newspapers *Guaranteed Unqualifiedly.*

Circulations of Leading Canadian Dailies

The Winnipeg Telegram Heads the List of Twelve Prominent Papers in the Percentage of Growth in the Last Twelve Years

A statement has been prepared showing the fluctuations in circulation of twelve leading papers in Canada, which furnishes valuable data for advertisers and others interested. In this list will be found the five leading papers in Montreal (French and English), the six daily papers in Toronto (Morning and Evening) and *The Winnipeg Telegram*. The circulation ratings given for the years 1900 and 1910 are taken from the Canadian Newspaper Directory for 1911; the ratings for the month of April, 1912, are supplied by the papers themselves where obtainable. There is an exception in the case of *The Winnipeg Telegram*. This paper was not accorded a rating in the directory in 1900, and it appeared at the bottom of the list at that time. The Canadian Newspaper Directory for 1910 quoted the circulation of *The Telegram* at 32 582, and is now over 45,000.

The table given below shows the daily average circulation of the twelve papers listed, as follows:

1900.	1910.	April, 1912.	Increase.
1. La Presse, Montreal.....67,822	1. La Presse, Montreal 97,665	1. La Presse, Montreal.....104,000	53 per cent.
2. Star, Montreal 57,545	2. Star, Montreal 74,874	2. Star, Montreal 82,100	42 " "
3. Globe, Toronto 47,120	3. Star, Toronto 69,503	3. Star, Toronto 80,313	387 " "
4. Mail and Empire, Toronto..41,181	4. Globe, Toronto 55,796	4. Telegram, Toronto 68,414	172 " "
5. News, Toronto 30,000	5. Telegram, Toronto 52,182	5. Globe, Toronto 59,392	26 " "
6. La Patrie, Montreal.....27,488	6. La Patrie, Montreal.....44,744	6. Mail and Empire, Toronto...55,416	34 " "
7. World, Toronto 25,768	7. Mail and Empire, Toronto...44,364	7. La Patrie, Montreal.....50,197	82 " "
8. Telegram, Toronto 25,144	8. World, Toronto 37,937	8. News, Toronto 48,000	60 " "
9. Herald, Montreal 18,000	9. **Telegram, Winnipeg** **32,582**	9. **Telegram, Winnipeg** **46,000**	**300** " "
10. Star, Toronto 16,500	10. News, Toronto 36,009	10. World, Toronto 40,046	57 " "
11. Witness, Montreal 14,000	11. Herald, Montreal 28,416	11. Herald, Montreal 26,446	47 " "

It will be noted that La Presse of Montreal during the eleven-year period quoted above has maintained its premier position. The Star of Montreal ranks second. The Toronto Globe, which held third

papers listed, but in the case of The Telegram the increase in city circulation in the last four years has been over 123%.

The Telegram has over 25,000 paid circulation in the homes of the

7. World, Toronto	25,768	7. Mail and Empire, Toronto	44,364	7. La Patrie, Montreal	50,197	82	" "
8. Telegram, Toronto	25,144	8. World, Toronto	37,937	8. News, Toronto	48,000	60	" "
9. Herald, Montreal	18,000	9. **Telegram, Winnipeg**	**32,582**	9. **Telegram, Winnipeg**	**45,000**	**800**	" "
10. Star, Toronto	16,500	10. News, Toronto	36,009	10. World, Toronto	40,645	57	" "
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

It will be noted that La Presse of Montreal during the eleven-year period quoted above has maintained its premier position. The Star of Montreal ranks second. The Toronto Globe, which held third place in 1900, dropped to fourth in 1910 and to sixth place in April, 1912. The Star of Toronto (an afternoon paper), which in 1900 had a circulation of 16,500, jumped to third position in 1910. The Toronto Telegram (another afternoon paper), stepped up from eighth position in 1900 to fifth place in 1910, and in 1912 it ranks fourth.

ON THE PERCENTAGE OF GROWTH, HOWEVER, THE WINNIPEG TELEGRAM HAS OUTSTRIPPED ALL THE LEADING PAPERS, THE INCREASE IN CIRCULATION SINCE 1900 BEING 800 PER CENT. THE STAR OF TORONTO COMES NEXT WITH AN INCREASE OF 387 PER CENT.

In the local or city circulation The Winnipeg Telegram also makes a very gratifying showing. The figures are not available for all the papers listed, but in the case of The Telegram the increase in city circulation in the last four years has been over 128%.

The Telegram has over 25,000 paid circulation in the homes of the City of Winnipeg and suburbs. According to the City Assessment Commissioner the population of Winnipeg January 1st, 1912, was 166,533. In St. Boniface and St. James, as well as a number of other thickly settled districts adjacent to the municipal boundaries of Winnipeg, there are easily 30,000 to 35,000 people. In other words there are 200,000 people in what is known as the "Winnipeg shopping district."

If you allow an average of four readers to each paper, there are 100,000 people living within this area who read The Telegram, and in a very large percentage of these homes it is the only Winnipeg daily taken. This gives advertisers (rate and circulation considered) a service not duplicated by any other newspaper. The Telegram may not bulk as large as some of its esteemed confreres, but it guarantees advertisers an exclusive home circulation at a rate which ensures profitable returns. It also guarantees a strictly cash uniform subscription rate of $3 in Winnipeg; outside the City (by mail) $2, cash in advance.

Divided by provinces, **The Telegram's circulation** is as follows: **Manitoba** (including Winnipeg), **32,861; Saskatchewan, 7,220; Alberta, 2,226; Western Ontario, British Columbia, etc., 2,745,** making a grand total of

45,052 Daily Average

SPECIAL REPRESENTATIVES

NEW YORK
Verree & Conklin, Brunswick Building

CHICAGO
I. S. Wallis & Son, 1246 First National Bank

Flat Rate 5 Cents—After October 1st 6 Cents

More Members A. N. A. M. Vote Against Agency House-Organ

(Continued from last week)

THE GENESEE PURE FOOD CO., LEROY, N. Y.

I have never believed the house organ publisher had any right to demand advertising from magazine and periodical publishers, and have felt that these publishers were being practically blackmailed by some of the agencies controlling advertising appropriations. Still I have never felt that it was a matter that greatly concerned the advertiser who was wide-awake enough to be worth considering. The advertiser supposes his advertising agent is employed in his service, and naturally he views with suspicion the attitude of various members of the "profession" who seem to be serving the publishers first and their employers afterward.

So long as these publishers can make it profitable to use advertising agents as their agents, they cannot be expected to start a quarrel with their allies. The matter rests with each individual advertiser. If he will see that his own agent does not sell him out to the publishers he will be doing the most effective kind of work that can be done to kill the house-organ germ.

W. E. HUMELBAUGH,
Advertising Manager.

GEO. P. IDE & CO., TROY, N. Y.

I have already gone on record as being strongly opposed to the agencies using their house organs and directories as a means to "hold up" publishers for space and for which the advertiser is used as the "goat" to pay the obligation incurred.

I am very glad to see, however, that the tendency to-day among the reputable agencies is to refuse to accept paid advertising in their house organs while those who have not "come in" as yet will no doubt do so when they appreciate the strength of our hostility and also recognize that the reputable agencies are going on record as being against house organs put out chiefly for the advertising secured.

FREDERICK DROWNS,
Advertising Manager.

THE SPIRELLA CO., MEADVILLE, PA.

It seems to me that such advertisements would necessarily influence the agency to place a certain amount of business with those who advertise in their house organs. Therefore, it would be better for their clients if they should omit it. In other words, if they place themselves under no obligations to any publishers they are more free to select for their clients the best mediums without fear or favor.

Reciprocity is one of the natural laws of human nature and in order to remove the obligation of bestowing favors upon any medium, it seems to me the agencies should decline to accept favors from all mediums in order that they may, without obligation, serve the best interest of the advertiser.

T. S. MEEK,
Advertising Manager.

HENRY DISSTON & SONS, INC. PHILADELPHIA

In regard to the carrying of publishers' advertisements in the directories and house organs of advertising agencies—doing this certainly makes it appear as though the publishers so represented would be specially favored and have a tendency to affect or destroy that harmony or impartial relations which agencies should have with all publishers in general.

In writing as we do, we are considering the question from the broadest point of view and the basis of sound business principles.

F. M. BASSLER,
Manager Advertising Dept.

THE SHERWIN-WILLIAMS CO. OF CANADA, LTD., MONTREAL

I cannot help but feel that any advertising carried in a directory put out by any advertising agent might naturally exert some influence on that agent in recommending mediums. I don't care how conscientious the agent may be, he cannot help but feel more kindly towards the people advertising with him than the people not giving such co-operation.

I would much rather see one or two good directories published each year at a price and without advertising than I would to receive gratis a dozen directories of more or less value which have really been paid for by the publisher advertising therein. Of course, there may be no possible objection to a directory publisher, not running an agency, working up an excellent directory and carrying advertisements except that one might feel that the directory publisher even might be influenced in making his reports by the amount of advertising he received.

L. R. GREENE,
Advertising Manager.

THE GLOBE-WERNICKE CO., CINCINNATI, OHIO

Please count the undersigned as being opposed to the policy of advertising agencies carrying advertisements in their directories and house organs of magazine and newspaper publishers; or any one, for that matter, having advertising space or service to sell.

L. H. MARTIN,
Advertising Manager.

PETER HENDERSON & CO., NEW YORK

We wish to be placed on record as opposed to the present system of the

advertising agency carrying in their directories and house organs the advertisements of those having advertising space or service to sell. I do not believe that an agency can render disinterested service to its clients unless it is in every way independent of the publisher.

F. H. COLE,
Advertising Manager.

GEORGE FROST COMPANY, BOSTON

I wish to record my vote that I consider it dangerous and unwise for any advertising agency to carry in their directories or house organs the advertisements of publishers or anyone else having advertising space or service of any kind to sell.

It seems to me that there cannot be any argument advanced which would excuse an agent in taking the advertisements of publishers.

The ideal relation between the publisher, the agent and the advertiser would be that the publisher sell his space direct to the advertiser, and that the advertiser should pay the agent for service.

GEORGE A. FROST,
President.

HUNT BROTHERS CO., SAN FRANCISCO

We wish to cast our vote that it is illogical for advertising agencies to carry the advertisements of publishers. We do not know that it should be considered dangerous, but it is at least illogical and inadvisable from an advertiser's standpoint, therefore cast our influence against the practice.

J. H. HUNT,
President.

THE DELAVAL SEPARATOR CO., NEW YORK

I believe the practice is prejudicial to the best interests of advertisers.

G. B. SHARPE,
Publicity Manager.

SAMUEL CABOT, INC., BOSTON

We emphatically believe that it is illogical and dangerous for advertising agencies to insert advertisements of publishers in their directories and house organs, and we would go farther and say that every publisher should be required to state unequivocally any and every kind of payment that he makes to an advertising agent, because it is obviously useless to prohibit publishers from advertising in directories if they are going to continue to pay the agent a complimentary rake-off in some other form. The latter is more dangerous than the advertisement, because the very presence of the advertisement is a warning to the advertiser, and in a sense an evidence of honesty and straightforwardness on the part of the publisher and advertising agent.

MARCH G. BENNETT,
General Manager.

NATIONAL LEAD CO., NEW YORK

I consider this practice just exactly as bad as it would be for a purchasing agent of an industrial concern to issue a house organ for himself personally and accept advertising from the concerns from which he was buying for his house.

O. C. HARN,
Advertising Manager.

If you are interested in the advertising district of Cincinnati and desire to know more about it, write for booklet, "The Birthplace of Great National Campaigns."

Address Advertising Department Desk 1, The Enquirer, Cincinnati, Ohio.

COLUMBIA PHONOGRAPH CO., NEW YORK

I vote, in the matter of advertising agencies carrying advertisements of publishers in their house organs, that it is both illogical and dangerous.

GEO. P. METZGER,
Advertising Manager.

THE WELCH GRAPE JUICE CO., WESTFIELD, N. Y.

We do not think that an advertising agency should solicit or accept advertising in a house organ or directory, if they have one.

E. T. WELCH,
Secretary & Treasurer.

GENDER, PAESCHKE & FREY CO., MILWAUKEE

"It seems to me that the purpose of the advertising agency is to serve the advertiser in an entirely neutral capacity, to be able to give unbiased advice and direct the advertiser so that it will be to his best advantage. It is absolutely impossible for an agency to do this if they publish a house organ and solicit advertising for it, for they get into all sorts of mix-ups and make all kinds of exchange deals which can only be carried out to the detriment of the advertisers' interests.

"The function of the advertising agency, to my mind, is to assist the advertiser to get the advertisements placed where they will do the most good, for which he should be properly paid. It seems to me inconsistent, to say the least, for an advertising agency to secure revenue through other sources.

R. P. SPENCER,
Sales Manager.

YAWMAN & ERBE MFG. CO., ROCHESTER, N. Y.

I certainly prefer to do business with an agency which does not publish a house organ, or publication of any kind, in which advertising of publishers is solicited.

EDW. S. BABCOX,
Advertising Manager.

ADVERTISER HAS NO EXCLUSIVE RIGHT TO COLOR

Manufacturers who employ a distinctive stopper or label are entitled to the exclusive use of such advertising assets according to a decision made recently by Judge Hough of the United States District Court, Southern District of New York.

The decision came as the result of actions brought by the Coca-Cola Company of Atlanta against New Yorkers bottling and selling soft drinks under the titles of "Espo-Cola" and "Cava-Cola." The drinks were claimed to be imitations of Coca-Cola even to color, that bottles used were of about the same size and that at a little distance one would think the stoppers and lettering on the labels to be identical with those employed by the Atlanta concern.

It was the idea of the Coca-Cola Company to prevent the sale of this imitation drink and in that they were successful. Judge Hough granted injunctions restraining the manufacture of stoppers and labels similar to the ones used by the Coca-Cola Company when they were to be used in connection with the bottling of a cola drink. The judge decided that the peculiar script employed by the Coca-Cola Company since the product of that concern was first marketed, constituted a distinctive part of the label to which the plaintiff had exclusive right. When it came to the matter of color the judge did not uphold the Coca-Cola people. It was his opinion that if manufacturers were allowed to appropriate colors for their exclusive use it would not be long before much confusion would result. He thought color was no more capable of appropriation in the soft drink business than it is in the butter trade.

The following observation made by Judge Hough in this decision is of interest to manufacturers. He lays down this principle, "Men of experience are departing from the doctrine that the basis of unfair competition law is the protection of the public, and coming to the firm proposition that what is entitled to protection is the complainant's property rights, the basic question is always this: What is the *thing* which the alleged infringer has the right to make and sell? Here the *thing* is to be disassociated from all extraneous matter (however important) as trade-marks, packings, wrappers, dress, advertising and the like."

Burdick A. Trestrail has resigned as advertising manager of the Babson System and Shattuck's Reports to accept a similar position with the R. S. Williams & Sons Co., Ltd., importers, manufacturers and wholesalers of musical instruments, of Toronto, Ontario.

¶ The satiny surface, the brilliant white color, the substantial body, the finished results on

DEJONGE PURITAN

is sure to please the man responsible for his firm's printing and just as sure to please the firm too.

¶ The man responsible for his firm's printed matter should know and select the paper for every important job. Let us send you from time to time samples of the very best in the printing art on papers bearing this quality mark. Just a post card with your name does it.



LOUIS DEJONGE & CO.
NEW YORK CHICAGO

A NATIONAL CAMPAIGN BY PERSONAL LETTERS

REACHING THE HOME-OWNER WHEN HE IS READY TO PAINT—LISTS OF BUILDERS FURNISHED BY EXCLUSIVE DEALER-AGENTS—FOLLOW-UPS TO LETTERS AND HOW HANDLED

By F. C. Kuhn,
Editor of Magazines, Sherwin-Williams Company, Cleveland.

The problem of reaching the ultimate consumer at a time when he is in a receptive mood to consider the purchase of your product is frequently a difficult one to solve.

Through aggressive and persistent advertising in magazines, street cars, newspapers, by bulletin boards and other mediums of a national character, you may have made your trade-mark almost a household word, and yet when the time comes for the consumer to buy he will oftentimes choose some other and less favorably known brand. It may be that the dealer from whom he regularly purchases sells another manufacturer's product, that the price is an important consideration; or, perhaps, that he just forgets all you have spent so much money to tell.

Years ago, before we entered the national magazine field, we inaugurated a system of personal letters with the home-owner—from whom seventy-five per cent of our business is derived—and although our magazine advertising appropriation is now a large one nothing has proved more effective than direct correspondence with the consumer. It has been our experience that something more than general publicity is necessary to the culmination of the sale—something which will form the connecting link between the magazine advertisement and the dealer's local efforts and direct the consumer to his store.

This may not be the case with an article in everyday use and for sale by several merchants in the immediate vicinity, such as toilet articles, canned foods, etc., but the distribution of our paints, varnishes and kindred products is restricted to an exclusive agent in each locality. In the majority of towns with a population under 5,000 our products can only be purchased from one merchant, and hence the necessity of directing the prospective customer to his store.

So, in our case the personal letter fulfills a dual purpose by reaching the consumer when thoughts of decorating his home are uppermost in his mind, and directing him to the store in his town whence Sherwin-Williams paints and varnishes can be bought.

The friendship and co-operation of our local agents is something we have always encouraged and consequently little difficulty is experienced in getting them to take an active part in the work. In itself, the plan is simple. The local agent sends us the names of his customers and others who are planning to paint their homes, or those whose property is suffering from neglect, and we write them telling the economy of using good paints and varnishes, mentioning the name of the merchant who sells the goods.

Through the personal efforts of our representatives, by correspondence, and articles in our dealer's house-organ, *The S W P*, we continually urge the retailer to use our personal letter system. Blanks and postal cards are provided so that whenever he learns of anyone who is building a house or thinking of redecorating, he can jot the names down and mail them to us.

Before the spring and fall painting seasons commence, many of our agents instruct their clerks to go around town and make a list of the buildings that need brightening up. They then send the lists to us, when their responsibility ends, unless the merchant is particularly aggressive and follows the prospects by personal solicitation.

At each district office we have what is known as a promoting department whose chief duty is working with our local agents. Each is in charge of a competent manager who has under him a

force of experienced correspondents. The advantages of having these individual campaigns conducted from the district office instead of from headquarters is that it minimizes delay and wasted efforts. Furthermore, being in touch with local conditions, the promoting department manager knows just what arguments will appeal most quickly to the prospective customer.

As soon as the lists arrive they are given immediate attention. Many of them naturally mention general prospects for exterior painting. To these a multigraph letter is sent, carefully filled in with the date, addresses and name of local agent, signed, and mailed under two cents postage. Enclosed with the letter is a folder showing pictures of houses printed by four-color process, depicting several harmonious decorative schemes with specifications for obtaining similar results.

After a week has elapsed a follow-up is sent in the form of a magazine on beautifying the home, which contains various articles on decoration, telling how simple it is to make one's residence bright and cheerful by the aid of paints and varnishes. Recent articles in this magazine were "Suggestions for Stencil Work," "The Care of the Garden," "How to Choose Rugs." The title is *The Home Decorator*, the annual subscription being twenty-five cents. It contains many interesting illustrations, and those on the front and back cover are in color.

AGENTS ADD PERSONAL INFORMATION

When sending in their lists, our agents frequently give information which enables us to send specially-dictated letters to their customers. It may be that the prospect does not believe in painting, or he objects to the price, being accustomed to low-grade paints, of inferior wearing quality but sold at a slightly lower cost than the best. In such cases our letters will contain logical arguments dwelling on these particular questions. Or

KNOWN CIRCULATION

The delegates and others who attended the Texas advertising convention are returning home bubbling with enthusiasm over "The Great Southwest."

Few of them, however, got a glimpse of more than that third of the state lying east of a line drawn between San Antonio and Fort Worth.

Those who were fortunate enough to visit El Paso were surprised with an entirely different phase of Texas development. There they found another line of industries and resources, a great trade field wholly independent of the prosperous and beautiful Texas cities where the many were entertained.

Retail business in El Paso has gained greatly by reason of the Mexican revolution. The town is full of wealthy Mexican families, who have bought property here, and who find it convenient to live here within close touch of their Mexican interests. The interference with Mexican mining operations has diverted a great deal of capital into New Mexico and Arizona properties, and El Paso is the supply point for much of this development.

Conditions are in the making that will cause El Paso to beat all previous records of growth and prosperity.

The publicity question for El Paso *is solved by that predominant, metropolitan-like, thoroughly covering newspaper*

El Paso Herald

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

he may be planning to decorate the interior of his home, when color cards of wall finishes, stains, enamels, etc., are sent him.

In every letter we offer advice on decorative problems, and wherever our agent, or the owner himself, sends us a photograph, blue prints or even a pencil sketch of the plans, together with the necessary details, our decorative department prepares wall elevations, color sketches, and suggests a complete scheme of decoration. This service is also offered through our magazine advertisements.

COMPLETE DECORATIVE SCHEMES GRATIS

In our decorative department we maintain a staff of experienced decorators who plan decorative effects for homes, stores, churches, theatres and other buildings. In each case their suggestions are illustrated by sketches and elevations prepared with the actual materials, with stencil borders neatly painted, and samples of curtain materials, fabrics for portieres, etc., attached. Our decorators even recommend the kind and color of the rugs to use and suggest the purchase of new furniture pieces, etc., where it may be necessary. There is no charge for this work either to the local agent or his customer.

So effective is our personal letter system that frequently agents report selling from between fifty to seventy-five per cent of the prospects to whom we have written. Of course they are not all large orders, but the purpose of the system has been accomplished, insofar as it brings the customer to the merchant who sells our products and later when he reads our advertisements in his magazine or is again in the market, he knows where he can buy our goods.

A record is kept of the number of names received from each agent, and the "sleepers" are awakened from time to time. This record, too, is an indication of the representation our agents are giving us. The vast majority of our local distributors are enthusiastic over our personal letters and the direct correspondence of our promoting departments; for it not only brings them customers, for paints and varnishes, but other merchandise as well.

Many concrete illustrations have shown us the value of personal letters, one of which will serve to show the way they work. Last spring one of our agents in a little Arkansas town wrote us that some local celebrity had decided to paint his home and when calling the day before had refused to buy S W P, but instead purchased the cheapest paint obtainable.

As soon as this news was received the local promoting department manager sent a series of effective letters to the man whose name had been given. After a week had elapsed a very joyful note was received from the agent saying in part: "My customer has changed his mind. Yesterday he hauled back his cheap dope and has purchased sufficient S W P to paint his home, saying that he didn't know I sold S W P or he wouldn't have bought any other."

Last spring we addressed a special letter to several hundred agents asking what they considered to be our most effective advertising method. It is interesting to know that twenty-four per cent of those who replied were in favor of personal letters, this being ahead of magazine, newspaper, bulletin boards and all other forms of publicity.

DEATH OF ROGER I. CUYLER

The death of Roger I. Cuyler occurred at the Michael Reese Hospital in Chicago, June 6, following an operation performed about a week preceding that date.

Mr. Cuyler returned to Chicago April 1 to assume the duties of advertising manager of the Carter White Lead Company. He has been connected with Gould & Cutler, of Boston, from January 1, 1911.

Mr. Cuyler was a contributor to PRINTERS' INK and had many friends among the members of the advertising fraternity.

The American Leader

CAN any thinking man read even one number of the "American Leader"—and not *see* that it is the greatest trade-building force in the United States today?

Here is the only publication in America that brings our twenty-nine cosmopolitan races together *on the common basis of the English language.*

Its contributors are prominent Americans, both English-speaking and foreign-speaking.

Its purpose is to educate the Eighteen Million foreign-language Americans to appreciate American ideals, American customs—and *American goods.*

Can *you,* the maker or distributer of a good and worthy product, afford *not* to be represented in its pages?

Advertising space is strictly limited. Write today for sample copy and rate card.

The "AMERICAN LEADER"

702-5 World Building

New York

(**The "American Leader"** is the *official organ* of the American Association of Foreign-Language Newspapers and is published by them. Its province is everything that can help the immigrant to become a useful American citizen. Issued twice a month—subscription, $2.00 a year.)

403,500

Average Circulation of BOSTON DAILY POST in May, 1912

A Gain of 60,877 Copies Per Day Over May, 1911

336,001

Average Circulation of BOSTON SUNDAY POST in May, 1912

A Gain of 42,409 Copies Per Sunday Over May, 1911

Circulation statement of the Boston Daily Post and Boston Sunday Post, day by day, for the month of May, 1912:

	Sunday	Daily
May 1..		449,960
May 2..		393,688
May 3..		393,003
May 4..		395,327
May 5..	337,012	
May 6..		393,110
May 7..		391,228
May 8..		390,665
May 9..		391,580
May 10..		389,693
May 11		393,032
May 12..	335,701	
May 13		392,563
May 14..		391,468
May 15..		392,006
May 16..		393,620
May 17..		394,533
May 18..		397,537
May 19..	335,364	
May 20..		407,161
May 21..		501,075
May 22..		405,726
May 23..		405,022
May 24..		404,747
May 25..		405,576
May 26..	335,929	
May 27..		405,687
May 28..		404,471
May 29..		403,959
May 30..		408,633
May 31..		404,454
Total Daily Posts, 27 days.		10,894,524
Total Sunday Posts, 4 days		1,344,006
Daily Average.		403,500
Sunday Average		336,001

This is a Phenomenal Circulation and a Phenomenal Growth, viewed from any standpoint, for both the Boston Daily Post and the Boston Sunday Post. It is the First Time that a Boston Post monthly average has crossed the 400,000 mark.

The April, 1912, Circulation (Daily 395,999, and Sunday 333,511) was very large; but, as it was apparently due to the excitement over the Titanic disaster, which lasted for a fortnight, it seemed abnormal.

In May there were only two days of abnormally large Post circulation. Yet the May averages, both Daily and Sunday, exceeded the April averages. And at the end of May, with no especially exciting news, the Daily circulation exceeded the average for the month.

All Post Records are Broken by this Extraordinary Demonstration of Popularity, for which the Management Thanks the Real Makers of the Boston Post—the People of Boston and New England. They have been very Indulgent as to the Many Defects of This Newspaper and very Appreciative of its Efforts in the Right Direction. The Boston Post will endeavor to be worthy of their Confidence and Approval.

E. A. GROZIER, Editor and Publisher.

WHERE CAN YOU BEAT IT?

Eastern Representatives—Kelly-Smith Co., 220 Fifth Ave., New York
Western Representative—C. Geo. Krogness, Marquette Bldg., Chicago

541,537

Lines of Display Advertising were published by

THE BOSTON POST

During May, 1912. This was

78,313 Lines in Excess of Second Paper
88,071 Lines in Excess of Third Paper
242,840 Lines in Excess of Fourth Paper

Each month during 1912 the Boston Post increased its lead over the other Boston newspapers in Total Display, Local Display, Foreign Display and Automobile Display. Here are the figures in agate lines, from January 1st to May 31st:

TOTAL DISPLAY

POST - 2,454,405
GLOBE 2,241,357
AMERICAN 2,100,265
HERALD 1,384,649

Post leads Globe by..... 213,048
Post leads American by.... 354,140
Post leads Herald by..... 1,069,756

FOREIGN DISPLAY

POST - 999,336
GLOBE 852,008
AMERICAN 752,739
HERALD 548,345

Post leads Globe by..... 147,328
Post leads American by.... 246,597
Post leads Herald by..... 450,991

LOCAL DISPLAY

POST - 1,455,069
GLOBE 1,389,349
AMERICAN 1,347,526
HERALD 836,304

Post leads Globe by..... 65,720
Post leads American by.... 107,543
Post leads Herald by..... 618,765

Including "classified" and want advertising the Globe leads all Boston papers by a wide margin.

AUTOMOBILE DISPLAY

POST - 205,706
GLOBE 188,653
TRANSCRIPT 157,379
AMERICAN 136,392
HERALD 135,458

Post leads Globe by..... 17,053
Post leads Transcript by... 48,327
Post leads American by.... 69,314
Post leads Herald by..... 70,248

RESULTS TELL THE STORY

Eastern Representatives—Kelly-Smith Co., 220 Fifth Ave., New York
Western Representative—C. Geo. Krogness, Marquette Bldg., Chicago

The Household Guest

$50,000 expended in building up the best mail order list of subscribers—rural names—people who have the "mail order habit." Every copy in a separate wrapper to a different home.

500,000 Circulation

This circulation is absolutely guaranteed and orders accepted subject to post office receipt proof or no pay. $2.00 per agate line. Send for sample copy and rate card. *September issue closes* August 5th.

GEO. H. CURRIER
PUBLISHING CO.
501 Plymouth Street, Chicago

R. B. LEFFINGWELL - - - Advertising Manager

ADVERTISING BULK GOODS TO CONSUMER

THE INADVISABILITY OF A CONTINUOUS CAMPAIGN URGED—HOW GINGER-UP ADVERTISING IN SPECIAL DISTRICTS MAY BE DONE — HOW CONSIDERATIONS OF PRICE GOVERN CONSUMPTION OF GOODS IN BULK

By Harry Tipper,
Adv. Mgr., the Texas (Oil) Company, New York.

There are a number of products of which the volume of consumption is very large, where the marketing conditions, class of trade, the cost, etc., make it impossible to put the commodity in original packages for the consumer, although they must be distributed through middlemen. In some cases of this kind there is a possibility that the package may be a later development as conditions change; in other cases there is little possibility of anything of the kind, owing to the fact that the class of trade is such that consumption would be unduly hampered by increasing the cost to the extent necessary.

In some of the cases which I have in mind, the market prices of the articles in question vary from time to time and the unit profit is very small. While quality enters into the proposition to some extent, the public is not educated in any way at all to understand the importance of quality, and there are no arguments sufficiently strong to account for the difference between package and bulk delivery. In such cases advertising is distinctly a by-product of a personal method of selling, and cannot expect to influence largely either the policy of the sales organization or the total consumption of the article in question. There are several good reasons why this should be so, and they may be stated briefly as follows:

1. There is no possibility of knowing that demand created by advertising to the consumer is supplied by the retailer with the goods advertised. In the nature of things there can be absolutely no check upon the benefits derived from advertising, and it is certain that a large amount of the force of the advertising work is lost to the particular product which is paying the freight.

2. In these cases, the price question is largely in control and a very small variation in price is sufficient to put the product out of the market.

The writer has, in the course of his experience, been obliged to do considerable advertising work for commodities of this kind, and the following points are the result of considerable experimenting in this direction in a number of districts and a number of states:

(a) Continuous advertising carried on from year to year over the same territory for such purposes has not been found successful. The consumption is not readily affected owing to the fact that price is more largely in control than in the case of package goods, and where the consumer is favorably impressed with a particular product there is no way of cashing in on this demand through the retailer. The condition of the market in these cases is such that a slight fluctuation or a difference in price between two products of a very small percentage will seriously affect the consumption in a very short time, and the advertising, while its effect is to lessen this to some extent, cannot be taken advantage of sufficiently to pay for the cost.

(b) Advertising has proved valuable in these cases for the introduction of such a product into a new territory accompanying the establishment of distributing points, etc.

(c) Advertising has been found valuable in such cases in combating for a short period unusual local conditions which may have temporarily affected the consumption; while only a small portion of its effect is usually taken advantage of. This is as a rule sufficient to overcome the temporary disadvantage.

In dealing with such conditions it has been the writer's practice to adopt the following plan:

Whenever commodities pass direct from the manufacturer to the consumer, if at all possible, to have them in original packages.

Where this is not possible, to run a large space, rapid-fire campaign in each new territory opened.

To follow this campaign with store display cards through all dealers handling goods and occasional window displays and dealer circulars.

SHORT, LARGE-SPACE CAMPAIGN

Wherever unusual local conditions result in a temporary loss of consumption, to overcome these difficulties by a short, large-space campaign similar to what is used in introducing the goods, except not quite so long.

The introductory campaign has usually varied from four to eight weeks, with a general average of six weeks, in the newspapers of the locality. The store signs are issued immediately thereafter as required and circulars placed on the retailer's counter, once every two or three months.

The secondary campaigns to offset temporary conditions last usually from two to four weeks. After the business is somewhat established with the retailers, the use of store signs and counter circulars is renewed only about once every six months.

Where goods are sold in bulk in this way, after the trade is once established and the commodity in question has proved to be satisfactory in quality, the addition to the trade depends largely on the service in keeping the store supplied at all times with the material and in the little efficiencies of service which depend upon the distributing department of the company and the degree of organization in such department.

It is always a difficult matter to determine with any degree of success the actual results obtained through advertising commodities of this kind where there is no means by which the consumer can identify the product when he asks for it; and the same condition makes it impossible to maintain a stable price and a stable trade in the face of varying market conditions.

Under these circumstances, however, it is my experience that continued advertising in any degree sufficient to seriously affect the opinion of the general consumer is not justified in the returns upon the business, and an occasional campaign as outlined is the only way in which successful operation of advertising in conjunction with selling can be worked out for such articles.

CORPORATIONS SUPPLANTING PARTNERSHIPS IN FINANCING

Corporate ownership of manufacturing in the United States is increasing in comparison with other forms of ownership, according to the finding of the Federal Census Bureau.

Of the total number of establishments reported in 1909 as engaged in manufacturing industries 25.9 per cent were under corporate ownership. The corresponding figure for 1904 was 23.6 per cent. While corporations thus controlled only about one-fourth of the total number of establishments, they gave employment to a large proportion of all wage earners reported, namely, 75.6 per cent in 1909 and 70.6 per cent in 1904.

The value of products of the factories operated by corporations represented 79 per cent of the total value of products for all establishments in 1909 and 73.7 per cent in 1904. These figures show that even during this short period of five years the corporate form of ownership increased so greatly that it represented an appreciably larger proportion of the manufacturing interests of the country in 1909 than in 1904.

Partnership, including limited partnership, controlled about one-fifth of the total number of manufacturing establishments in 1909, and individuals rather more than one-half of the total number. These two classes of establishments were about equal in volume of business, each reporting in the neighborhood of one-eighth of the total number of wage-earners and one-tenth of the total value of products in 1909. During the five years from 1904 to 1909 partnerships lost ground, relatively, to a greater degree than individual ownership, presumably because of the incorporation of many concerns previously operated by firms.

PETTIT SUCCEEDS PELLETIER

W. S. Pettit has been appointed advertising manager of the Studebaker Corporation to succeed E. Le Roy Pelletier. Mr. Pettit was formerly a New York newspaper man and later with Frank Seaman, Inc. He has been connected with the Studebaker Corporation since January.

Announcement

IN order better to handle the rapidly growing interests of Uncle Remus's Home Magazine in the advertising centers, Mr. Julian Harris, for several years the Editor and Business Manager of the Magazine, will take charge of our New York headquarters as Advertising Manager, June 15th, with offices in The Metropolitan Life Building.

Mr. Harris possesses intimate knowledge of the South's development and trend. This fact, together with his business ability, especially qualifies him to give the best possible first hand information to Northern Advertisers concerning the fastest growing field of trade in America, and the one Magazine which increasingly covers the field.

Uncle Remus's Home Magazine

Founded By JOEL CHANDLER HARRIS

Published by Sunny South Pub. Co., ATLANTA.
F. FAYRAM, President

Julian Harris
Advertising Mgr.
New York City
No. 1 Madison Ave.

Chas. Dorr
New England
Boston, Mass.
6 Beacon St.

J. C. Harris
Western Mgr.
Chicago, Ill.
Marquette Bldg.

POLICIES MAKING FOR MAIL-ORDER SUCCESS

METHODS OF LOCAL DISTRIBUTION WOULD FAIL—STRONGEST POLICY IS ABSOLUTE GUARANTY OF SATISFACTION — PERFORMANCE MUST UNQUESTIONINGLY FOLLOW PROMISE—GREAT IMPORTANCE OF SERVICE

By Roy B. Simpson,
Advertising Manager, Roberts, Johnson & Rand Shoe Co., St. Louis.

A prominent Philadelphia manufacturer declared, more than a year ago, that if the Parcels Post bill became a law, a thousand big concerns, now doing a purely local business or distributing their merchandise through retailers, would, within a year, be selling goods to the consumer direct by mail.

While the above estimate may be considerably overdrawn, no doubt many concerns will rush pell-mell into the mail-order field and most of them will fail, because they are not competent or experienced in the mail-order plan of distributing merchandise. The leading department stores of every large city have had their fling in the mail-order business, and very few have made a success of it.

The great city department stores should not enter the mail-order field without first being prepared. Getting prepared means practically *learning another plan of distribution.* The manufacturer who decides to enter the mail-order field after building up a business direct with jobbers or retailers, must learn the distributing game all over again, because the two methods of distribution are entirely different. The consumer in a country town cannot be handled in the same way that the local merchant in the same town is handled.

The manufacturer or jobber who distributes his wares through retail stores is dealing with merchants, but the mail-order house deals with the consumer at long range. The two propositions are entirely different and the consumer must be handled with tact and careful consideration for all the whims of people in every walk of life. I do not know of any business whose success depends upon the thorough understanding of human nature to such an extent as does the mail-order business.

The established business concern, seeking to enter the mail-order field, must first employ a trained mail-order man. A large number of mail-order failures are due to the fact that the important work of converting the consumer has been entrusted to an organization of general publicity advertisers. The general publicity man may or may not have the knack of making sales by mail. He may or may not be able to learn the mail-order game. He must know his audience before he risks his reputation with his money. Mail-order advertising and general publicity advertising are two different propositions. Bear this in mind.

The four things that make the mail-order business successful are: *Adequate stocks, a broad and liberal guaranty,* a *complete catalogue,* and *Service.* Let us take up these four fundamentals separately.

1. The manager of a general merchandise establishment that seeks a large distribution by mail should first bear in mind that he is to deal with people of all classes and conditions. The merchandise suited to people of one section may not be satisfactory to those in another section. He will sell fur coats to people of Minnesota and at the same time he will be receiving orders for lingerie gowns from the women of Florida. A complete stock of merchandise on the floor, or working arrangements with manufacturers to fill orders promptly, is absolutely necessary to insure the success of the big retail mail-order establishment.

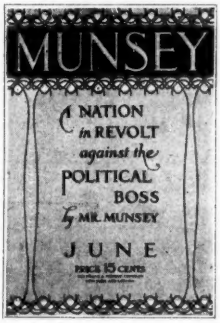
2. It is easy to get the confidence of the mail-order buyer, but it is just as easy to lose it. A broad and liberal guaranty is the fundamental rock on which many notable mail-order successes have been built. The man or woman living ten miles, or ten thousand

miles, away from you is entitled to the same security and the same privileges in buying, returning and exchanging merchandise as he or she would receive if buying goods from your store in person. Therefore, nothing short of a guaranty of *"absolute satisfaction, or money back,"* will suffice. Your customers should be given the privilege of returning any article that fails to be satisfactory in every particular, and the full purchase price, together with the transportation charges both ways and all expense of transmitting the money for the goods, should be promptly returned to the customer, in every case of dissatisfaction. Any mail-order concern which attempts to build up a business without going to this extent in the matter of guaranty is doomed to failure.

3. Your entire selling organization is represented in the catalogue. It should completely illustrate and describe every article you have for sale. No illustrations are too good and no descriptions are too thorough and complete. First, last and all the time, let both your illustrations and descriptions accurately represent the goods. It is better to understate the merits of an article, rather than misrepresent. Many a profitable customer has been lost because of misrepresentation.

4. Under the head of service is included prompt acknowledgment of all inquiries, prompt shipment of all orders and prompt refund of all moneys for returned goods. No one factor, in building up a mail-order business, is of greater importance than service. Good service meets with success—poor service spells failure. Service is the biggest word in business today, and it applies to the mail-order concern as forcibly as it does to any other business institution.

No doubt the Parcels Post will prove an inducement for many old established business concerns to enter the mail-order field, but success will depend on the faithfulness with which they apply the four fundamentals as above given.



THE Helpfulness of Reading Advertising Reflectively

First of a series of articles. See Page 56f, June Munsey or write for full series.

Chalmers Motor Co. writes:

"Your plan to get people to read advertisements more carefully and think about them, strikes us as being good. No doubt you will get many good suggestions."

The Frank A. Munsey Company
175 Fifth Ave., New York

THE "TIN SUIT" GENTLEMEN OF THE ADS

AN INVESTIGATOR INTERVIEWS AN ARTIST AND LEARNS SOMETHING ABOUT FASHIONS — HAVE THE HAMMERED-DOWN-AND-RIVETED PICTURE SUITS ANY JUSTIFICATION?—A SUSPICION THAT THE COLLEGE BOY DOES WEAR COMFORTABLE CLOTHES

By W. L. Larned.

Along about the time of the year, when the last crocus has dusted the snow off its face and Fifth avenue bursts into the bustling bloom of spring millinery, the clothing campaign takes on new life.

During a long and tedious winter the art fraternity has been pegging away in the smoke-plumed skyscraper or the cozy studio grinding out the perennial favorite "Mr. Tin-Suit Gentleman of Leisure."

From catalogues to magazines, he is always just about the same individual. His clothes as a rule are creations to marvel at; an immaculate hot-pressed, sawed and hammered down crease in the trousers, nobby three-buttoned coats that a man would have to be born in, and vests and overcoats and spats, and those genteel but ill-advised fuzzy-wuzzy hats. Each and every one goes to make up one of the important branches of advertising.



DOESN'T HE LOOK LOVELY?

All winter through Mr. Tin Suit has been observed at his old haunts, walking down Fifth avenue, at the opera, in his club, etc., looking out upon the world with wax-like weariness of expression and sad, bored, gray advertising eyes.

He is always magnificently attired, there can be no question of that, but as to countenance he is not moulded always along our conventional and accepted ideas of masculine beauty.

The clothes have been laid out with the greatest care by a talented pair of architects and wood-joiners, and we have it on good faith that at least three fashion artists put in the buttons with a compass.

Mr. Tin Suit scorns the very thought of mussing up his costume. He rarely can be inveigled into taking a chair and his daily walks through the marts of publicity-land are executed with ramrod decision.

But it is different when spring has come. The bulldog, the tennis racquet and the golf clubs have been taken down from the dusty studio shelves and our fashionable clothing friend scintillates.

We have been intensely interested in the illustrations used by the large clothing houses, interested to know their intricacies, who and what inspires them, and by what wonderful process these hammered brass suits finally reach the forms a few minutes before closing date.

This curiosity led us to the studio of one of the most efficient all-around clothing draughtsmen in New York. We were fortunate in happening along at a moment when a series of five magazine illustrations for liberal full-page space and two catalogue designs were just receiving their last rubdown and being sprayed with aromatic spirits of lavender. There they were — good old friends — magazine characters — the same broad-shouldered, clean-cut chaps upon whom we have looked with wavering favor these many moons. Not an ear-



How this Prospectus is considered

COMMENTS

"Facts very striking. I stopped long enough to look it through from beginning to end."

"This information is the kind we want."

"Immensely comprehensive."

"Real facts."

"Most interesting."

"Of value as a book of reference."

"Eminently interesting."

"One of the most complete books we have ever seen."

"A wonderful book."

"Most convincing circulation analysis I have ever seen."

These expressions are taken from letters of ten *leading* advertising agents.



This one is equally helpful

CONTENTS

1. The most complete circulation statement ever issued:
   a. Exact number of subscribers in each town.
   b. Distribution and relation to population illustrated with maps.
   c. Occupations of subscribers.
   d. Newsstand sales, quantity and distribution.
   e. Comparative growth of 15 leading periodicals during last four years.
2. Advertising rates:
   a. Rates of Leslie's.
   b. Comparative rates of 24 leading periodicals.
3. Volume of business carried monthly by Leslie's and 14 other leading periodicals during last four years.
4. Editorial policy and history of Leslie's.

Cut this coupon off and give to your stenographer

JUDGE

Check here if this prospectus is desired _____

LESLIE'S

Check here if this prospectus is desired _____

MEMO

to Stenographer:
Pin this slip to letterhead and mail to
LESLIE-JUDGE CO.
225 FIFTH AVE., NEW YORK

Did you ever *hear* four or five Boys 12 to 16 years old playing together?

Can you realize the ***noise*** 65,000 Boys, all clamoring for your particular goods, would make, were they brought together at one time, as they are each month when they receive THE BOYS' MAGAZINE?

A clean, strong magazine for growing Boys. The kind you want ***your*** Boy to Read.

Let us give you particulars

THE BOYS' MAGAZINE

Geo. J. Chase, Adv. Mgr.
SMETHPORT, PA.

G. A. Wallace, Western Rep.
906 Hearst Bldg., Chicago, Ill.

mark was missing, not a button one fraction of an inch out of place, not a cuff or a lapel eased off into naturalness by so much as the ghost of a hair's breadth.

"Why is it," we asked the fashion expert, "why, oh why, can't fashion figures be human figures? Why can't the man be the man of our everyday, the man we know, and meet and respect; the conservative business type, with the steel grey hair and the shortly cropped mustache, the well put-up young college boy who wears his clothes not as if he were afraid they would crack



ARE THESE FIGURES FLESH AND BLOOD, OR BRONZE STATUES?

at the seams if he happened to lean over for a boutonnière? Why is it that a fashion figure can't be normal, can't be at his ease, can't be doing the rational things that any average red-blooded American might do?"

We experienced a thrill of remorse as the fashion expert looked us over with a calm and critical eye and the far-off, dreamy glance of one who has an utter contempt for the unenlightened and inexperienced.

"For a matter of some fifteen years," commented the fashion expert, "experimentation with

clothing designs has proved that these pictures are more in the shape of diagrams than artistic illustrations. The manufacturer and the cutter, and the clothing man, who spend a season devising new fabrics and new styles, want to show them as near to the original as possible. If there are three buttons and a certain kind of lapel, it must be put down exactly so on paper. I grant you that it would make a more interesting and artistic design to roughen up the clothing, to put in the natural wrinkles that would fall in coat and trousers and to pose the man, not invariably up and down as if cut from stone. The same experience has taught us that the man who buys a suit is not so much interested as he might be in the beauty of the picture or the Apollo qualities of a clothing model face. He has $28.50 to pay for a tailor-made and if the stitches are put in at an angle or the cuffs on the trousers one-eighth of an inch deeper than they were the spring before his eagle eye is upon these features. He wants to receive his first impression of that $28.50 just as it was taken from the store-room without a blemish or a defect or a spot of dust. The minute you take liberties with a fashion illustration you destroy correctness of lines and the faithfulness with which patterns and textures are reproduced."

"All very true," I replied, "but is it not a fact that one of our best illustrators has condescended to make fashion designs for several of the largest and most important manufacturers?

"This series of illustrations has appeared in double pages and has almost revolutionized the style drawing business.

"His men and women have been stylish but they have been human. They are garbed correctly, but they are not lay figures. He has managed to provide compositions in which three or four men are behaving themselves in such a highly entertaining and conventional way that apart from the atmosphere of style surrounding them they are

CAPITAL WANTED

A new and going concern, working on a plan which has been demonstrated to be sound and successful, needs from $100,000 to $150,000 additional capital to handle new business which is now literally begging to be taken on. It is an intensely interesting proposition for men who have idle capital which they would like to invest in the original stock issue of a concern with unusual possibilities for expansion and profit and whose business will, within nine months from starting, have grown all out of proportion to its original $100,000 of paid in capital. For particulars address "Capital," care of Printers' Ink, Boyce Building, Chicago.

P. S.—Men, particularly those who have had experience in the selling end of big businesses and who would consider putting their time as well as capital into the above concern, are especially advised to seek fullest particulars.

excellent enough in quality to be used as story illustrations.

"The public was speedy to grasp this innovation, don't you think so?"

For a moment we had the



We ask your special investigation of the new spring English Raglan, quarter-lined and very light weight, a big money, thoroughly modish garment. The other illustration is a back view of the English model shown on a preceding page.

AT EASE IN THEIR "TIN SUITS"

fashion expert rubbing his chin and scratching sepia into his long hair.

A moment later we were positive that he was not a pictorial renegade. No new movements for his. He belonged to that good old tin plate fashion school of years and years ago.

"You strike the keynote truth exactly," he returned, "when you say that that sort of fashion figure is more of a story illustration than a practical piece of advertising matter to sell new spring suitings.

"Every so often, the private secretary of the mill or the general manager's eighteenth cousin is lifted out of the rut by a brilliant inspiration. They will have the most expensive man in the country make their designs—$500 per sketch, or $1,500. They dig deep into their jeans and pull out the wherewithal even if it does hurt. Some six months later the prize event is pulled off: all of those handsomely groomed style compositions, passe - partouted, hung in red velvet, varnished, and with gold lace all over them, are hung up in the directors' room. The only thing that is lacking is shadow boxes. Venerable members of the firm walk on tip-toe as they enter the sacred presence. The advertising manager, rubbing his hands briskly together, strikes a pose in one corner and swells out his chest expansively until his lilac boutonnière trembles with emotion. The general manager's eighteenth cousin who has been through the art galleries of Paris and London, walks back five paces and says, 'excellent, excellent.'

"But here's what happens if you would like to know: the next day, the style expert and his staff come in to look things over, too; the cutter is there, and the fellow who is only returned from London four days. Amid that awful, deadly, sickening silence, while the committee room lights are a-glitter on each $500 and $1,500 style gem, somebody sighs one of those deep, heartracking, body-jolting sighs. The cutter has difficulty in keeping himself



A CLOTHES AD THAT HAS AN "EVERY DAY" LOOK

from jumping out of the window. He runs three fingers through his waxed moustache and does a 'turkey trot' up and down the red carpet. The artists have ignored those special cuts and

that special curve of the latest lapel, and the cutter's joy and pride in the shape of a radical pocket. The pantaloons hang wisely, but not too well; the coats are not cut in near enough at the waist—and there you are."

We were compelled to smile at the biting sarcasm of the style expert. "Is it not true," we insisted, "that the men who have made the biggest success with fashion drawing for the biggest houses are more illustrators and draughtsmen than designers? Is it not true that a little select coterie of artists have, during the past five years, revolutionized the old clothing catalogue and the oldtime magazine illustration? Is it not true that these men avoid merely hanging a suit of clothes on an inanimate dummy? Do they not tell intimate little stories in their pictures?"

STORY HAS TWO SIDES BUT TREND IS TOWARD THE HUMAN

"It's no use arguing with me," replied the style expert, "I won't be convinced; I'm going right on turning out 'Tin Men' as you so politely term them, and, as I am booked straight up until next November for about five times as much as I can do, I guess you will have to excuse me."

Whereupon we bowingly withdrew. There is a great deal to be said on both sides of this question, but a study of the field and comprehensive talks with eight of the leading advertisers and artists, has led me to believe most emphatically and most positively that the trend is for more human, more conscientious, and more realistic picture work in the clothing business. Our old shabby and moth-eaten belief that the college boy in a style suit must have the face and pose of a cad; the aggravatingly consistent rule that after a pattern has been duplicated thread for thread, the face and good draughtsmanship can "go hang," and that ancient leaning toward "style," to the detriment of "naturalness," have been relegated gradually to the obsolete.

The Convention at Dallas and the trip through Texas last month opened the eyes of most advertisers and agents. They had the opportunity of seeing at first hand the wonderful strides made in this territory. They learned by observation of the vast resources of

The South

"The Most Prosperous Section of the Country."

They learned, too, that the best, the most inexpensive, the quickest way to advertise to the South's Millions is by using the better class of Daily Newspapers. Here they are:

ALABAMA
Birmingham Ledger (E)
Mobile Register (M & S)
Montgomery Advertiser (M & S)

FLORIDA
Jacksonville Metropolis (E)

GEORGIA
Albany Herald (E)
Atlanta Constitution (M & S)
Atlanta Georgian (E)
Atlanta Journal (E & S)
Augusta Chronicle (M & S)
Columbus Ledger (E & S)
Macon News (E)
Macon Telegraph (M & S)
Savannah Morning News (M & S)
Savannah Press (E)

KENTUCKY
Louisville Courier-Journal (M & S)

LOUISIANA
New Orleans Item (E & S)
New Orleans Picayune (M & S)
New Orleans States (E & S)
New Orleans Times-Democrat (M & S)

NORTH CAROLINA
Charlotte News (E & S)

SOUTH CAROLINA
Charleston Post (E)
Columbia State (M & S)

TENNESSEE
Chattanooga News (E)
Chattanooga Times (M & S)
Knoxville Journal & Tribune (M & S)
Knoxville Sentinel (E)
Memphis Commercial Appeal (M & S)
Memphis News-Scimitar (E)
Nashville Banner (E)

TEXAS
Houston Chronicle (E & S)
San Antonio Express (M & S)

VIRGINIA
Richmond Journal (E)
Richmond News Leader (E)

Combined Circulation Nearly a Million

MEETING THE DEALER HALF WAY

HOW THE INDIFFERENCE OF THE RETAILER OFTEN NECESSITATES EXTREMELY EXPENSIVE METHODS OF INTRODUCTION—FULL EFFECTIVENESS OF DISTRIBUTION MACHINERY THE RESULT OF UNGRUDGING MUTUAL SUPPORT OF MANUFACTURER AND DEALER

By Melville W. Mix,
President, Dodge Mfg. Co., Mishawaka Ind.

Many manufacturers fail to receive the dealer's co-operation because they do not give any themselves. Some do not give it because they have set their own standards so low that they think the price is the only essential of a transaction. This policy may be true, but business successes of the past and present do not so chronicle.

Every manufacturer worth while owes it to the dealer and to the user to require a sufficient profit to justify his giving them reasonable trade assistance and in performing a certain part of the function of the distribution of products. The consumer requires knowledge of the goods he buys. He should be educated as to the progress of the times in the various articles he has to use. These things cost money; they are a part of the business machinery of the times, and any consumer who is not affected by this spirit of progress and education will eventually be on the slide. Of course he has to pay for it, to a certain extent, but if he is to gain by the use of a modern tool or appliance, why should he protest because it has cost a little to educate him. We are all subject to the same process of evolution and have to pay for our education.

This kind of sales promotion is a legitimate expense of business, and to whatever extent it is made to produce results by both the dealer and consumer, the smaller individual charge it becomes to the sales unit employed.

It is due to the indifference of the dealer that many expensive forms of introduction of certain lines of goods become necessary. The manufacturer is forced in many instances to shut up shop or "get out and demonstrate" before he can get the care of the distributive agencies. This costs money. It costs the dealer money. He may have other lines he prefers to push, or he may not appreciate the advantages of the article to his consumer; he may be an indifferent dealer; he forces an additional expense on the manufacturer, which to a measure he must pay for in the increased cost of the product.

Dealers' co-operation with manufacturers will save much lost motion in our great distributive machinery. When a manufacturer shows a proper spirit of co-operation, a real desire to create a market for his products—conceding that there is a place and a demand for them—it is an essential responsibility of any dealer who accepts his representation to justify his function as a cog in that machinery of distribution by equal co-operation. By studying the demand and the article; by studying his trade and his territory, and seeing to it that there is no lost motion on his account in covering the field—for this service he makes a profit. I regret to say that it is not infrequently a larger profit than he earns, by the manner in which he accords co-operation.

DEALER OWES MANUFACTURER CO-OPERATION

If a dealer takes on a line, he should push it; he should feel that he is a part of the factory that produces it; their policy should be his policy; he should see that his men have the same feeling that he has; there should be no hesitancy in doing any necessary pioneer work in his field, because he has assumed a responsibility other than merely placing a first order. That manufacturer is banking on his "delivering the goods" and deserves his best efforts.

In many specialty lines he gets an exclusive agency, and he has no right to "sit on the lid"; neither should he take exception,

if, through his lack of interest and co-operation, he loses such an agency. On the other hand, a manufacturer is justified in having at least a fair degree of action in return for his grant to the dealer. And if more of them were more exacting as to the results they are entitled to receive, it is possible that dealers would be more responsive.

REWARD DEALER WHO EXCELS STANDARD

Sales quota plans are frequently figured out and submitted to the dealer, to establish a possible standard for the dealer and his organization, to work to—golf players call it "bogey." The dealer having a wide range of subjects to deal with may not freely respond to such a basis; it frequently happens that he pooh pooh's such schemes, but when they are established on a reasonable basis of what has been actually done in other markets it is only fair to assume that such results should bear some relation to his possibilities and he should sincerely endeavor to reach or excel the "bogey" established. If he does so, why should he not receive reward for his co-operation?

There are serious responsibilities that fall to both manufacturer and dealer, and many fatal business mistakes are made through lack of appreciation of the mutual responsibilities that accompany the production and distribution of merchandise. A manufacturer appreciates a live, responsive, progressive dealer; and such a dealer has an appreciation of a live, progressive manufacturer, and when such a combination gets together in any market, there is always a mutually satisfactory result. As a dealer appreciates an ideal percentage of efficiency in the needs or possibilities of his territory, so will a manufacturer appreciate a condition of efficiency in production, —with the result that prices may be reduced, goods popularized, more net profits made by virtue of the volume produced and sold.

"Help one another" and the rest is easy.

The men and women of this country who read the American Magazine do so because they have absolute confidence in the sincerity of its editorial contents.

Because of the very character of the magazine these readers feel the same high degree of confidence in the pages of advertising.

But even this wouldn't mean much if these same men and women were not actual or potential buyers of the things thus advertised.

Reid Evans

ADVERTISING DIRECTOR

THE PRACTICAL WAY TO MEET SUBSTITUTION

INSTEAD OF POUNDING THE DEALER, EDUCATE THE CONSUMER — PUBLISHERS CAN HELP BY RUNNING THE RIGHT KIND OF ADVERTISING TALKS—SELFISH MOTIVES MUST BE FORGOTTEN AND STRAIGHTFORWARD ADVERTISING OF ADVERTISING EMPLOYED

By Allan C. Hoffman,
Advertising Director, Leslie-Judge Company.

The Campbell bill, recently commented on editorially in PRINTERS' INK, has caused considerable discussion among advertising organizations, as well as individual advertisers. However, this bill seems destined to remain in committee, and it is extremely doubtful if it will ever reach the Senate, at least in its present form.

It will no doubt serve a purpose as a means of focusing attention on that vexing and perplexing problem—substitution.

The substitution evil, as some advertisers call it, is not new—it has been with us for a long time. I am inclined to believe, from observation, that this evil is becoming less apparent as advertising is further developed.

The newspaper campaign, carried on several years ago, against substitution, did not succeed. It made the mistake of attacking the dealers, when dealers were not wholly to blame, at least, not all of them.

Some dealers will always substitute, if they can, just to make a *sale*, but the wise dealer gives more thought to making a *customer*. Unquestionably, the latter class of dealers is in the majority and resent being classed with the short-sighted substituting minority. Recently, the magazines took a hand in attacking the substitution evil. They failed to accomplish much, except to further antagonize all dealers, good and bad alike, for the reason, it seems to me, that they did not clearly understand the manufacturer's selling problems.

These attacks on dealers resulted in producing a more or less antagonistic attitude on the part of all dealers toward advertised goods.

The result was loss of trade and a disturbance and tangling of systems of distribution. In short, instead of helping the manufacturers who advertised their goods extensively, it had the opposite effect of injuring their trade.


Advertising of Advertising—A Series of Weekly Talks—No. 9

The Era of Package Goods

Were you at the Saint Louis Exposition?

If so, you will recall that a manufacturer of a cereal food gave away little checker-board boxes which, by the addition of tape handles, were made to hold lunches, guide books, and souvenirs.

This is the era of package goods.

Never before were foodstuffs brought before the consumer in such a sanitary condition.

You who are thirty-five or more can well remember how groceries and other edibles were once contaminated by handling or by contact with store sweepings.

That was the day when the rat made its bed in the open box.

But sanitary changes are not the only ones brought about by the package.

Losses from broken stock are saved.

Contents are of uniform weight and measurement.

Identification by trade-marks makes purchases and re-orders easy, and fixes responsibility.

Emblem time is saved the dealer, and the public, in handling his wares.

Indeed, the preference of shoppers of package goods in place of the bins of yesterday, is the sign of the times.

ALLAN C. HOFFMAN,
Advertising Director,
12 GOLDEN HORSESHOE
NEW YORK New York

SHOWING THE ADVANTAGES OF BUYING ADVERTISED GOODS IN ORIGINAL PACKAGES

"Big Stick" methods to whip the dealer into line have apparently failed. What the dealer wants is a reasonable margin of profit. The average dealer is simply a clerk for the manufacturer and assumes the greater part of the business risk. His compensation in most cases is even less than that of a clerk.

Education is what we need, not legislation.

Many periodicals are running so-called "Advertising Talks," educating their readers on the responsibility of the advertisers

whose advertisements appear in their columns. In most of these, however, the publishers' self-interest is so obvious that I do not believe they have the influence they otherwise would.

The advertising talks of W. C. Freeman, published in a number of newspapers throughout the country, did more, I believe, to combat substitution than anything of the kind previously attempted.

They did a great deal of good for both advertiser and dealer. They told the story simply and directly of how and why it pays to buy or sell advertised goods.


Advertising of Advertising—Weekly Series No. 1

BANK

Does Advertising Increase the Cost of Living?

What do you think?

Perhaps this comment of a well known shoe manufacturer will throw some light on the question.

"There's a charge for store rent and a charge for advertising in the price you pay for every pair of shoes," he says.

That is rather frank, isn't it?

"The charge for rent is a necessity," he continues. Then comes the vital question, "Does the advertising add to the cost of selling, per pair, or reduce it? Let's see

"A store paying $900 a day for rent, and selling twenty pairs of shoes, without advertising, would have to charge you a dollar per pair for rent alone

"If, by spending $20 per day additional for advertising, the same store sells two hundred pairs of shoes, as it can, instead of twenty pairs, then the rent and advertising combined would *cost only twenty cents per pair, instead of a dollar.*

"It is a favorite argument with unadvertised shoe stores that they can give better value than the ——, for instance, because they do not advertise. It would be just as sensible to say that they can give better value because they have not trade enough to employ more than one salesman.

"It is the volume of sales that reduces the cost of selling each pair, and the quickest and best way to get volume, when the shoes are of the right kind, is by advertising."

PICTURES FOR PRIZES

An attractive picture, suitable for framing, will be sent postage-paid as a prize to each person who makes a reply to this request as shown by the coupon

ALLAN C. BOYMAN
Advertising Manager

Leslie-Judge Company

THIS SORT OF WORK MAKES THE CONSUMER FRIENDLY TO ADVERTISED GOODS

Every advertiser has two great problems: how to make good goods and how to sell them. He has personal supervision and practically absolute control over the first, but the second presents many difficulties.

What manufacturer can say he has control over his selling unless he has established a general consumer demand?

Advertising, the greatest of all modern forces, must be utilized



Advertising is like a trip to Europe. The second day out you are so sick you'd go back if you could, but by the time you reach Liverpool you are glad you came.

You would be just as seasick on a voyage to Panama, but you would have had all the seasickness and you would not be in Liverpool if you were going to Liverpool.

The advertiser who is convinced that Farm and Fireside is a good advertising medium should also be convinced that he must cultivate that medium to get results. You must select it with the idea of using it steadily because the business is there and the medium reaches it.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

in creating, maintaining and increasing the consumer demand.

Advertising must work hand in hand with good salesmen, representatives and dealers as distributors.

I do not mean to say that dealers do not count. They do. Dealers are a link in the chain and a chain is as strong as its weakest link.

The right way to avoid substitution, I believe, is to educate dealer and consumer alike. Make all advertising reliable and all goods good goods. Educate the consumer to buy advertised goods, and then you will find the dealers in line when they begin to see daylight and dollars.

A number of national advertisers have suggested that periodicals publish a series of advertisements on advertising. This, I believe, is closer to the ultimate method of dealing with substitution. When we have impressed the reading public with the reliability of advertised, trade-marked goods, when we have instilled faith in the responsibility of manufacturers of these goods, we shall have accomplished more than any national law.

With this in mind, I arranged a series of talks—Advertising of Advertising—omitting any reference to *Leslie's* or *Judge* or the advertisments in their columns, beginning these talks with the first issue in January and running the same talk each week in both periodicals.

The object of these talks is to increase the readers' confidence in advertised goods.

The illustrations given here are samples of these talks, showing how every-day human-interest experiences have been drawn upon to accomplish this purpose.

The coupon, printed with each talk, contains a statement that the signer will supply a list of advertised goods used daily in the household, and state whether advertised or unadvertised goods are preferred and why.

The ready response of the readers is most encouraging. Their letters clearly indicate that they are generally impressed with the advertising in the periodicals which they read. The character of the replies received confirmed me in my opinion of the value of a broad educational campaign.

Here are a few of a large number of interesting letters that have come to my desk:

A woman in Buffalo writes a letter on advertising that is a classic. She says:

I believe in the manufacturer who advertises. He is able to give better quality, more uniform goods, at lower cost than the man who does not advertise.

My argument is, that a man could not hold the public, year in and out with an inferior article—his stuff must stand up to all he has to say for it.

I believe also, where a thing can be improved, the advertiser will do so and give me the benefit.

All things equal, I would buy advertised articles if for no other reason than to give my support to the man who spends his money in publicity.

How would I hear of a new article if it were not advertised? Time upon time, my needs have been supplied through closely watching ads.

Remember, these people are not connected with the advertising world. *They are the people to whom advertising is directed.*

We use most everything that is first class, as it takes about ten to twelve thousand dollars a year to conduct our household.

I am writing with a Dixon Pencil, Carter's Ink and Sanford Paste are on the writing desk, Welsbach Light is burning, a Heywood chair and Sectional bookcases are within my grasp.

I find advertised goods are a little higher in the first cost, but you get the quality and I have never yet been deceived in that. I have so much work to do, I cannot take time to investigate in order to save a little here or there and so always buy the standardized, advertised merchandise and always realize a saving—eventually.

The common sense of the public will reject an advertised fake. Large capital and good merchandisers know this and consequently vie with each other to outdo the quality of advertised articles.

I buy advertised articles always.

Another writes:

What better safeguard can a consumer have than to purchase from the advertiser in standard periodicals?

The appearance of an advertisement in such periodicals immediately assures us of the legitimacy of the article advertised.

As for me, give me the standard, advertised articles, first, last and all the time. Let the green buyer do the testing with the just as good.

A woman in Massachusetts very aptly sums up her opinion of advertising thus:

I find that I get better satisfaction

and a better grade of goods by buying all well advertised articles, because all goods well advertised must be of good quality.

No matter how well an article is advertised, if it has not the quality, it will only sell a short time, or, until people have used it once. Then they will say "never again."

A Hoosier writes thus:

We believe in advertised goods. We believe we have a right to question unadvertised goods. And we believe advertising does *not* increase the cost of goods—but lessens it—through cheapness of production made possible by greater output.

Here are a few more:

I have found from experience, articles widely advertised are of better quality and sold by more reliable dealers than unadvertised articles.

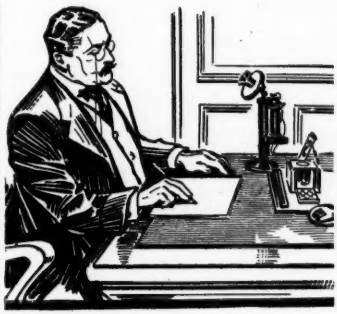
The question of advertised and unadvertised goods is one easily answered. At least ninety-five per cent of advertised goods are as represented and are satisfactory.

Unadvertised goods seldom reach me, as I generally specify the brand or kind I desire. This has become the custom of our household.

YOURSELF AND YOUR COMPETITOR

It does not pay to belittle a competitor. One of the worst habits we can cultivate is contempt for the other fellow. Too much looking at one's self creates a false opinion of one's worth. While we are patting ourselves on the back our competitor is busy planting mines under our defenses. No manufacturer in any line ever cornered all the good things. Your most hated rival may be a shrewder business man than you. Let us be sure that our disdain for him does not come from wounded vanity. There is no man under heaven so easy to deceive as one's self. Someone said the other day that when you get so you cannot recognize your inferiority to your competitor, it is time to quit. The salesman or dealer who wins is the man who is always ready to recognize and improve on the best things in his competitor's line. Your healthiest mental condition is when you feel so small you could be traded for a three-cent piece. Business is more in need of humility than bluff. The humble man is in the attitude of acquiring knowledge. So long as I am dissatisfied with myself I can learn from you. We are obliged to take off our hats to our competitors every day in the week. The more they beat us, the more rapidly is the day approaching when we will beat them. With every order you lose you learn something about going after the next one and landing it. Thank heaven we do not land every order. We would go to pieces in five years. Rome flourished most after her defeats; she decayed after she subdued the world.

Here is a kindly wish to all competitors—may they live and prosper.—*"Getting Together," house-organ of Barcalo Mfg. Co.*



Have Stationery of Uniform Quality

Year in and Year Out

It is as important to Standardize the paper with which you do business, as it is to strike a Quality Standard for your Manufactured Goods.

Look for the "EAGLE A" Water-Mark

THE AMERICAN WRITING PAPER CO.
TRADE MARK WATER MARK REGISTERED

It's a Good Habit

To Standardize your Stationery to the utmost of efficiency: To use a Bond Paper which will lend prestige and dignity to your business, specify —

COUPON BOND

The De Luxe Business Paper

The real significance of "EAGLE A" Water-Marked Quality is evidenced in this paper.

Send for our portfolio of Specimen Business Forms.

AMERICAN WRITING PAPER CO.
40 Main Street Holyoke, Mass.

Ask your Printer or Lithographer to show you samples of "EAGLE A" Bond Papers.

They range in price from Eight to Twenty-Four Cents a Pound.

TOBACCO MEN BEHIND NEW CHAIN OF DELICATESSEN STORES

Benjamin N. Duke and others prominently identified with the American Tobacco interests have bought six delicatessen stores in New York city. The "Standard Pure Food Stores" have been incorporated and it is the idea to apply to the delicatessen business the methods and ideas which have worked out so successfully in the case of the United Cigars Stores Company. Up to date about $40,000 has been invested. If the move proves wise eight or nine more of the stores will be added to the string.

Officers of the "Standard Pure Food Stores, Inc.," are the following: President, H. F. Vories, who is connected with the banking house of J. S. Bache & Company of No. 42 Broadway, New York; first vice-president, Angier B. Duke, son of Benjamin N. Duke; second vice-president, F. C. Johnson, an experienced wholesale grocer; secretary and treasurer, R. S. Oglesby, recently from Danville, Virginia. Mr. Johnson and Mr. Oglesby will give all of their time to the management of the delicatessen stores.

Jules Bache, head of J. S. Bache & Company, and Otis Smith, president of the George W. Helme Company, of No. 111 Fifth Avenue, New York, are also interested in the new chain of stores. The George W. Helme Company deals in snuff and is a part of the American Tobacco Company.

In commenting on the prospects for the venture's success, Otis Smith said to a representative of PRINTERS' INK: "One reason why we think delicatessen stores should lend themselves readily to the chain store method, is the idea of cleanliness. In New York there are several thousand stores of this type. We have established a central kitchen at 131st street and Broadway. This removes the cooking odors from each establishment and makes the problem of how to keep the stores clean much simpler.

"With the servant girl problem as it is and has been for some time, New Yorkers have come to depend to a great extent upon the delicatessen stores.

"This dependence is commoner here than in other large cities. For example, I don't believe there are more than fifty stores in Philadelphia."

On account of the scarcity of delicatessen stores in other cities it will be some time before the promoters make any moves in a national way.

DETROIT AFFILIATION MEETING

About four hundred advertising men from Buffalo, Cleveland, Rochester and Detroit took part in the proceedings of the Affiliation meeting at Detroit June 8.

A resolution, introduced by E. S. Babcox, advertising manager of Yawman and Erbe, Rochester, was adopted. This favored the abolition of commissions as now paid by the publisher to the agent and recommended that the agent look to the advertiser for his remuneration.

The convention opened at 9:30 a. m. in the Pontchartrain convention hall. The following topics were taken up by prominent speakers and discussed in convention: "Co-Relation of Agency, Publisher and Advertiser; How They May Be Bettered," F. R. Morison, ex-president of the Cleveland Advertising club; "How to Interest the Dealer in the Manufacturers' National Advertising Campaign," John P. Fallon, Buffalo advertising manager; "Need the Live Local Dealer Fear the Mail Order House?" H. W. Bramley, Rochester Ad club; "Is the Advertising Field Over-Solicited? If So, Is There a Remedy?" Frank W. Farnsworth, ex-president of the Detroit Adcraft club; "What Can Each Local Do in the Way of Educational Work in Advertising?" Charles R. Wiers, Buffalo Ad Club; "For an Automobile Company With a Limited Output, Sold Entirely Through Agents, Which Is the Better Medium, the Local Daily Paper or the National Publication? If the Appropriation Is to be Divided Between the Two, What Should Be the Proportion?" W. D. Barry, Jr., Rochester Ad club.

THOSE PRICELESS MOMENTS

Firemen say that the first five minutes at a house on fire are worth the next five hours. Similarly in advertising: the first five guineas spent on starting a campaign rightly are worth the next five hundred spent in carrying it out.—*Thomas Russell, London, England.*

Every Home Means a Pocket-book. For Twelve Months in the Year HOME LIFE Enters Over 900,000 Homes.

Directly we only take fifty cents a year out of each pocket-book; but, because of the confidence of our readers in *Home Life,* we influence the spending of millions of dollars for food, clothing, furniture and all the material needs of a home.

To a large extent the small-town merchants supply these needs.

Let us show you how you can purchase this "customer's influence" on these dealers by advertising in

Home Life

The Standard Small Town Magazine.
Arthur A. Hinkley, Advertising Manager
141-149 West Ohio Street, Chicago, Ill.

Lloyd R. Wasson, Eastern Mgr., 200 Fifth Ave., New York, N. Y.

F. W. Thurnau, Western Mgr., 141-149 West Ohio St., Chicago, Ill.

150,000 More

Lines of advertising in

Town & Country

in 1911 than in 1910. A greater gain than that made by any other magazine or weekly paper in the Printers' Ink tabulation. And a gain every month in 1912 over 1911. TOWN & COUNTRY stands alone in its field. It is the only established social weekly in the United States. It has the confidence of its readers. Its readers, those of the highest social standing, and those interested in the doings of society, have unlimited purchasing power. You can make a strong personal appeal through the columns of a paper of TOWN & COUNTRY'S character.

Advertising Department,

TOWN & COUNTRY, 389 Fifth Ave., New York City

ADVANCE IN THE BUILDING OF CATALOGUES

HIGH-CLASS MERCHANDISING ARTICLES BROUGHT INTO PLAY—ONE MANUFACTURER PRINTS PRICE-LIST IN LOOSE-LEAF FORM TO ALLOW FOR CORRECTIONS—THE CATALOGUE A VALUABLE DEALER-HELP

G. D. Crain, Jr.

That a catalogue or price-list may profitably be made more than this without interfering with the purpose for which it was originally created is getting to be well understood. The extension of the avocations of the price-list, as they might be called, is shown in work being done by one or two manufacturers along this line.

The Autocar Company is now putting out a price-list which goes to owners. It contains not only a photograph and description of every part going into the autocar, so that an owner may easily specify his needs in the way of parts for repairs or replacements, but it has a lot of interesting and valuable matter concerning the construction and operation of the car. In addition to being a mere price-list, which in itself would have comparatively little advertising value, the Autocar Company has made the publication in reality a treatise on car operation, which is certain to be of interest to those owning cars, and to result in more efficient operation of them.

The price-list is printed in loose-leaf form, as are a number of Autocar publications, so that corrections may be made at any time without difficulty. A new feature in connection with the publication is said to be that the prices of parts have been fixed so that an owner may purchase every part required for the complete assembly of a car at the price at which a completed car is sold. Thus the usual objection that exorbitant prices are charged for parts by manufacturers is effectively disposed of. The photographs used in the book show the various parts in their relation to others, numbers on the plates corresponding with those in the type below, and enabling the owner to determine immediately what he needs and what the cost will be. The cost of a complete section of the equipment is given, together with that for each part, from a bolt or screw to an axle or radiator.

Agents of the company who have recently received the book, which is just being issued, have been enthusiastic over it. They believe that since the popularity of the automobile depends upon its successful operation in service, it is necessary that owners understand its mechanical construction thoroughly. That they will be likely to study the relations of various parts, and the mechanical principles used in the operation of the car more closely in connection with the use of a price-list for ordering new parts than in any other way seems to be the belief back of the arrangement of the book.

The Peaslee-Gaulbert Company, of Louisville, manufacturers and jobbers of paints, varnishes, glass, bottles, etc., issue monthly a dealers' price-list which contains the germ of an efficient house-organ. In fact, the members of the company have frequently received comments which show that the dealers receiving the list study the general matter as closely as they do the changes in the quotations which the list contains.

Following the index in the front of the book comes a discussion of market conditions, and the probable price trend in the paint, varnish, linseed oil and window glass trades. After that carefully written and really high-class merchandising articles follow, in which methods of disposing of the lines handled by the company are gone into. In these articles no reference is made to brands used by the company, and the fact that some of them have been reproduced by trade papers indicates that they have been handled in such a way as to be of general value. It goes without saying of course, that the dealer who receives a valuable selling

hint from this source will be likely to chalk up a credit mark for the Peaslee-Gaulbert Company.

There are several minor points connected with the publication which seem to insure its being retained by the recipient. It has a calendar of the current month on the cover. On the back is the calendar for the year. Following the reading pages are several blank pages for memoranda. These are intended primarily to be used in ordering from the Peaslee-Gaulbert Company, but the fact that they can be used for other purposes is doubtless taken advantage of. As paints and varnishes are sold through a multitude of small dealers, such as druggists, hardware stores, implement dealers, etc., many of them probably not taking trade papers and getting little outside assistance in the way of merchandising information, the material contained in the price-list is bound to be of direct and immediate value, and is appreciated accordingly.

The Louisville manufacturers, as well as other paint companies, have been engaged in introducing a line of flat oil finishes for use in painting interior walls. The discussion of its uses and possibilities in the pages of the monthly price-list is said by members of the company to have been of immense assistance in getting the business started, and frequent references to the goods are contained in recent issues.

To give an idea of the assistance which the company is endeavoring to give its customers in connection with their efforts to advertise, a recent issue of the list contained the following suggestions:

"Advertise judiciously but persistently in your local paper. Good convincing copy will bring results. If you handle standard trade-mark goods, advertise the fact. Talk quality and economy. Trade-mark your own business.

"Utilize everything furnished you by the manufacturer in advertising and display matter. See that the outside road, fence and



The Cheapest Way to Cover New York

Here is a Broadway crowd—a typical throng that enlivens the "Great White Way" every night in the year—the most liberal spenders and the most discriminating buyers you can possibly advertise to—85,000 every night—over two and a half million every month—a different crowd each night.

The cheapest way to reach these buyers is by means of electric signs. Our mammoth five-color flashing display at 49th Street and Broadway is the most beautiful electric sign on the "Great White Way."

BEST LOCATED SIGN ON BROADWAY

Can be seen and read practically the entire length of the "Great White Way."

Contains 6,500 tungsten lamps; letters are each three feet high (the famous Mason Monogram band-of-light effect) not the hard-to-read beaded light. Room for a sixty-letter advertisement and space for trade mark, address or colored picture of product.

WRITE FOR DESCRIPTIVE BOOKLET

Space is now being taken rapidly and reservation must be made at once to secure a place on this beautiful sign.
Ask about our great prize contest for benefit of advertisers.

NATIONAL ELECTRIC SIGN CO.
JERSEY CITY, N. J.

barn signs are put up properly. Be sure they carry your name in large type.

"Don't allow the inside printed matter to be wasted. If, for instance, you handle paints, don't permit sample cards to be thrown aside valuable color charts crumpled up and destroyed. Place them where they will do the most good. Selling helps should not be ignored.

"Unused sample cards are wasted—get them into circulation.

"Literature and color suggestions of the most attractive kind are now being furnished by leading paint manufacturers, and it is surprising how these things stimulate and increase the use of the products described."

A good deal of this may sound elementary to the professional advertising man, but the fact that no attempt is made to shoot over the heads of the dealers who read the publication may explain its effectiveness.

LEAGUE OF ADVERTISING WOMEN

The fourth dinner of the League of Advertising Women was held the evening of June 4 at the Hotel Martinique, New York City. Owing to the strike of waiters the dinner was served in the grill room of the hotel.

Those present were: Mrs. Claudia Q. Murphy, Magazine and Book Company, president; Mrs. Caroline L. Overman, J. A. Richards and Staff, vice-president; Miss Ida Clarke, Scott & Bowne, Bloomfield, N. J., secretary; Miss Jane J. Martin, Sperry-Hutchinson & Company, treasurer; Miss Ella S. Leonard, J. A. Richards and Staff; Mrs. Fannie E. Garrison, Baumann & Company, Brooklyn, N. Y.; Miss Allyne V. Scheerer, Carpenter-Scheerer Special Agency; Mrs. E. G. Kleinsorge, representative Pierce publications; Miss Katherine Birmingham, United States Tire Company; Miss Mabel Grassninckel, The Perry, Dame & Company, Miss M. Stanley, Art-de-la-Mode and the *Theatre Magazine;* Miss Marcia Meyers, Miss Isabel Lord, Household Science and Art, Pratt Institute, Brooklyn, N. Y.; Mrs. Grace Wilmot, National Lead Company; Miss Ruth Wilmot, Miss Helen Wicks and Mr. and Mrs. J. Geo. Frederick.

Recent additions to the Association of National Advertising Managers include Horace B. Cheney, advertising manager of Cheney Brothers, South Manchester, Conn., and C. L. Mead, advertising manager of the Lovell-McConnell Manufacturing Company, Newark, N. J.

CONVENTION OF SOUTHERN PUBLISHERS

The tenth annual convention of the Southern Newspaper Publishers' Association was held at Knoxville, Tenn., June 4 and 5. This was the most successful meeting the association has ever held. Publishers and business managers of more than forty of the South's most progressive newspapers attended the convention. The business meetings were interesting and discussions most enthusiastic.

When Robert W. Brown, managing editor of the Louisville *Times,* was elected president of this association last year, some of the members wondered how the "upstairs man" would handle the affairs of the association. The answer has been evident. The attendance at this year's convention was the largest in the history of the association. Not only did most of the old members attend this meeting, but ten new members were brought in, bringing the membership up to fifty-two.

One of the greatest disappointments of the meeting was the fact that Adolph S. Ochs, of the New York *Times,* was unable to keep his appointment as leading speaker of the occasion. Mr. Ochs did, however, send copy of his address, which was read before the meeting.

The social end of the convention was admirably handled by C. B. Johnson, of the Knoxville *Sentinel,* and A. F. Sanford, of the Knoxville *Journal and Tribune.*

Victor H. Hanson, publisher of the Birmingham *News,* was elected president of the association. It is believed that under Mr. Hanson's direction the association will become larger and stronger than ever. The other officers elected are as follows:

Vice-President, Alfred F. Sanford, of the Knoxville *Journal and Tribune;* secretary, George W. Brunson, of the Greenville *News,* re-elected. New Orleans was selected as the place of holding the 1913 convention.

The following executive committeemen were elected: C. K. Johnson, of Knoxville *Sentinel* and Chattanooga *News;* Edgar M. Foster, of Nashville *Banner;* R. W. Brown, of Louisville *Times;* F. W. R. Hinman, of Jacksonville *Times-Union;* D. D. Moore, of New Orleans *Times-Democrat;* J. R. Holliday, of Atlanta *Constitution;* W. M. Clemens, of Birmingham; A. R. Holderby, of Richmond; R. S. Jones, of Asheville *Citizen;* A. J. Palmer, of Houston *Post;* Elmer Clark, of Little Rock *Democrat;* James J. Smith, of Birmingham *Ledger;* F. C. Withers, of Columbia State.

A Southern newspaper publicity campaign, designed to advertise the entire South, was provided for in the appointment of a very competent committee. The plan of the campaign is to disburse a fund which the association now has in its treasury, and to raise another publicity fund from among members.

It was decided to hold the next meeting at New Orleans. The date of the convention has not yet been decided, but it will most probably be in the late winter or early spring, and a side trip to Panama is part of the programme.

LETTERS THAT HAVE SALES ENERGY

POINTS TO CONSIDER — WORDING, WHILE IMPORTANT, IS SECOND TO THE SELECTION OF CONVINCING FACTS—MEETING COMPETITION IN A LETTER DEPENDS UPON YOUR KNOWLEDGE OF THE PROSPECT AND OF YOUR COMPETITORS—A PRACTICAL CATECHISM OF TESTS—ADDRESS BEFORE ADSELL LEAGUE, SOUTH BEND, IND.

By Sherwin Cody.

It is difficult for the person who sits all day in the office to visualize the customer a thousand miles away so that he can write to him as a salesman would talk face to face. And yet when this power of visualizing the customer has been acquired by going out on the road and seeing the customer, and by talking with the traveling men who are always on the firing line, a very large percentage of business can be done by letter which would either have to go entirely undone, or could be done by letter far less expensively than through traveling salesmen. Indeed, an advance letter education will often turn the salesman's visits from failure into success, or make his work so much more productive that the cost of getting business will be reduced.

Before anyone can hope to write letters, circulars, or advertisements that will pull business it is necessary to have the following information:

1. What is your competition? I would not refer directly to your competitors in any letter I might write, but I must address a customer in whose mind are the arguments of your competitors. You must know what those arguments are, and go about saying that which will offset or counterbalance them in the mind of the customer. If you have to compete with lower prices, it is necessary to talk frankly on the subject of prices and point out in a commonsense way why your cus-

Most Wonderful Percentage of Growth of Any Newspaper in the World Is Shown by

THE KNICKERBOCKER PRESS

May 21st, 1910	**Circulation,**	**2,100**
May 21st, 1911	"	**11,140**
May 21st, 1912	"	**26,746**

Publication office: 18 Beaver Street, Albany, N. Y.
Troy office: 382 River Street. Schenectady office: 406 State Street.
Foreign Representative JOHN M. BRANHAM CO.
225 Fifth Ave., New York City. Mallers Building, Chicago, Ill. Chemical Building, St. Louis, Mo.



The Local Daily Paper in NEW ENGLAND

comes first with the people and should come first with the advertiser trying to win them to his goods.

The people here all grew up with the local daily. They spelled the words in it when learning to read. They get the news of their neighbors, the births, the marriages and the deaths from it every day.

Their understanding of the world is mostly gathered from it as it mirrors the world's happenings.

They have read the advertising of their local stores for so long that advertising reading has become a habit which any advertiser may turn to his profit.

Try a zone or two on a plan this summer —while most everyone else is resting—and the results will be pleasing to you.

These Ten will co-operate with you.

Meriden, Ct., Record	*New Bedford* Standard and Mercury
Waterbury, Ct., Republican	*Lynn, Mass., Item*
Worcester, Mass., Gazette	*Portland, Me., Express*
Springfield, Mass., Union	*Burlington, Vt., Free Press*
Salem, Mass., News	*New Haven, Ct., Register*

tomer can't afford to take that which costs less and is correspondingly lower in quality, and why or how he will make more money in the end by paying a little more and getting something that is right.

2. Then you should consider what you have that nobody else in your territory has. You may say, "Nothing." Unless you have something your customer can't get as conveniently from anybody else, you have no basis to ask for business. You may give better service, you may even give only a pleasanter manner and fairer treatment. You must find out what it is that makes one of your good customers give you his business in preference to giving it to the other fellow.

The thing you have which nobody else really has (whether anybody else can get it or not is another matter) is what really makes a man buy from you, and which you ought to drive home hardest of all in your sales letter.

3. Talk is not enough, however, to get orders. Arguments must be supplemented by proof. You must consider how to prove your claims, and if you can make your claims in the testimonial words of other people, even if you can't quote their names, you have gained a splendid point.

A bunch of conventional testimonials in small type is worth little, even if you can get them and use them at all. Get a testimonial that is really a splendid record of facts, the history of a case, and put it in facsimile form, and play it up in good type with a clear black-letter heading. Or reproduce checks or sales orders, or give records of sales, or any facts that will tend to prove your claims. Records of facts that will pass in a law court are what you want, not praise or any form of "hot air," either of your own, or from anybody else.

SIMPLICITY, HONESTY AND LOGIC WILL TELL.

4. Ask a man to do something easy that he can reasonably do, and make it as easy for him to

An All-the-Year Paper

Portland people do not have to go away in the summer to find a cool spot—or a beauty spot—for their beautiful island dotted harbor brings thousands of summer visitors as well as holds Portland's residents to their treasured summer homes.

In Portland the summer months are the busiest selling months of the year. Merchants maintain full stocks of desirable merchandise throughout the summer.

Portland (Me.) Express

IS the great evening paper of Portland and can sell your goods this summer just as well as any other time.

Largest circulation of any Maine Daily!

JULIUS MATHEWS, Representative.

The Boston Traveler

83,029

Circulation Average for 1911

87,221

MAY AVERAGE

86% within 10 miles
OF BOSTON
95% within 20 miles

TEN CENTS A LINE

On contracts—unclassified

Assuming the Traveler's readers have an average income per family of $1000 this would give them the total sum of $83,029,000 to spend to keep body and soul together.

The big department stores of Boston report that Traveler advertising helps to sell a lot of goods. These stores all pay the Traveler's published rates. The Traveler's space is sold only on its merits.

Frank S. Baker

Publisher.

do it as you can. A return postal card carrying a trial order or a bit of information you ought to have is a good thing, and you should have a printed postal card form to use as often as possible. Don't forget to be very clear and specific as to what you want done, and provide a convenient way.

5. Getting your facts right is much more important than the wording of your letter, and if you haven't the preceding four points, it doesn't matter much how well you word your letters.

But if you have the basis right, consider the following points in connection with the wording:

(a) Have you covered every point with absolute clearness, just as you would explain to a child? It is a mistake to assume that every business man knows this, that, or the other, and that it would be foolish to refer to such points. When a man is reading hastily he wants everything before him or else he is likely to overlook something, or it is not clear enough for instant perception. Don't compel him to figure out what is wanted. Let him see at a glance.

(b) Do you present your points in logical order?

(c) Do you strongly, though briefly, emphasize facts that will catch a man's attention at first glance and fix it, or do you emphasize mere words which he will not understand unless he reads your letter through? Capitals and underscore should be used to make three or four prominent facts stand out so they will catch attention at the very first glance. They take the place of black-letter heads in a circular, not emphasized words in conversation.

(d) Are your strongest points put in very short paragraphs (of two or three lines each)?

(e) Is your letter addressed to dealers or business men who demand a very short letter, or to farmers, women, etc., who have time to read a long letter, and want a long letter? In any case, don't be afraid to write a letter long enough to tell your whole story.

(f) Is your letter enthusiastic enough? Extreme energy of expression is necessary to make a man feel like ordering, in most cases. Seldom does a tame letter do much good.

(g) No one will be able to write any pulling letter, circular, or advertisement without the information asked for in the first part of this letter, but careful study of these points yourself will do you more good than any help of any advertising expert. You know your business better than any other man on earth, and it is you who can construct the best sales letter if you know how to go about it. If your business proposition is right, your list of names right, and your goods right, you will certainly succeed if you will follow these principles.

USE OF FAMILY NAME IN CORPORATE TITLE

COLUMBUS, O., May 31, 1912.

Editor of PRINTERS' INK:

Will you explain the rights of a corporation to retain a family name in its title after all those bearing the name have withdrawn their interests? For example; a man by the name of Henderson starts in the seed business, and incorporates under the title of The Henderson Seed Company. Supposing that this particular Henderson sells his interest to men bearing other names, would the prior existence of Peter Henderson & Co., in the same line of business, make it necessary to change the title of The Henderson Seed Company? I should like very much to know whether the courts have passed upon that particular point, and, if so, where.

J. B. MUNRO.

The case of the Williams Soap Company *et al.* vs. J. B. Williams Soap Company is almost an exact parallel to that mentioned by our correspondent. The final decree was handed down by the United States Circuit Court of Appeals for the Seventh Circuit, April 11, 1911. The decree may be found in volume 193 of the *Federal Reporter*, page 384.

One William Williams and a man named Whitney started a soap business at Indianapolis in 1895. Soon afterwards a brother of Williams bought out Whitney, and the business was continued as Williams Bros. until 1899, when

it was incorporated under the title of the William Williams Soap Manufacturing Company. A few years later S. F. and J. M. Daily bought out all the stock of the Williams brothers. They changed the corporate title to Williams Soap Company in May, 1904.

The Williams Soap Company put a brand of shaving soap on the market under a name and label which the J. B. Williams Company alleged was an infringement of its rights. Before suit was started, the defendants ceased to put out the soap under the infringing label, but insisted that they had a right to the name of the Williams Soap Company.

The court decided that while the Dailys had an undoubted right to maintain the name and goodwill of the company into which they had bought, their change of the title from William Williams Soap Manufacturing Company to Williams Soap Company had all the effect of a falsehood, since it would manifestly lead the public to believe that its goods were those of the older company. The Dailys were therefore enjoined from any use of the title "Williams Soap Company" unless accompanied by some word other than a Christian name or by a statement that the goods are not those of an earlier company.

It would seem from the above decision that a "Henderson Seed Company" would be allowed to retain its corporate title after all the Hendersons had left it, *provided* that no attempts were made to compete unfairly with the older house of Peter Henderson & Co.—[*Ed.* PRINTERS' INK.]

CLEVELAND'S BUYERS' BUREAU

Manufacturers of Cleveland as well as other large cities of the country are interested in the progress of the Buyers' Bureau being conducted there. The bureau is designed to be a clearing house of knowledge concerning the products of the city, and is the first of its kind to be established in this country.

A card index system and an elaborate array of photographs is kept, by means of which it is aimed to supply at all times first-hand information concerning the manufactured products of the city, as well as articles for which Cleveland offers a selling but has not a producing field.

In Worcester, Mass.

The "Gazette"

is first choice

This is shown by the great amount of display advertising, as the GAZETTE carries more than any other daily in Worcester.

The EVENING GAZETTE has the largest circulation of any evening paper in Massachusetts outside of Boston.

It has quality.

It has quantity.

"The Paper That Goes Home!"

JULIUS MATHEWS, Representative.

The

Atlanta Journal

Atlanta, Ga.

Sworn **Net** Circulation for May, 1912

Daily (6 days) 58,434

Gain over May, 1911, 4,487

Sunday, 69,539

Gain over May, 1911, 11,356

Bradstreet's says Atlanta's manufactures average one million dollars a week.

The Journal covers Dixie like the dew.

The First Four Months

of 1912 The Chicago Record-Herald carried 8,425 columns of advertising. This is a

Gain of 168 Columns

over the amount of advertising carried during the corresponding four months of 1911.

The gain of The Chicago Record-Herald during

The Past Fourteen Months

is 1,904 columns, which far exceeds the combined gains of all other Chicago morning newspapers during this period.

THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

PHYSICAL CULTURE

circulation is made up, entirely, of people who realize that it is worth while to take care of their health and who feel the need for information along health lines.

You can call that class circulation if you want to, but you can't get away from the fact that it's good circulation for the advertising.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Boston Office: 24 Milk St.
Oliver E. Butler, Manager

Quality Circulation Brings Returns

PROGRESS ON THE 3-CENT COIN BILL

According to reports from Washington, considerable objection has developed throughout the country against the proposed coinage of new 3-cent pieces and ½-cent pieces, as provided in the bill passed May 6 by the House of Representatives. As stated in the columns of this paper for May 11, the bill was introduced in the Senate on May 7 by Senator Pomerene, of Ohio, and referred to the Senate finance committee. The members of this committee are: Boies Penrose, of Pennsylvania (chairman), and Senators Cullom, of Illinois; McCumber, of North Dakota; Gallinger, of New Hampshire; Heyburn, of Idaho; Bailey, of Texas; Stone, of Missouri; Kern, of Indiana; Lodge, of Massachusetts; Smoot, of Utah; Clark, of Wyoming; La Follette, of Wisconsin; Simmons, of North Carolina; Williams, of Mississippi, and Johnson, of Maine.

This committee has literally been deluged with protests against the passage of the bill, and a member of the committee recently said that an average of fifty letters and telegrams a day had been received in opposition to it. Probably more objection has been expressed against the coinage of the ½-cent piece than against the 3-cent piece, although serious objections have been filed against both of the proposed coins. One of the most important arguments urged against the ½-cent piece is that it will compel all banks to add another column to their ledgers and to other stationery which they use to tabulate their accounts and that it will make obsolete their adding and other computing machines, which now, of course, do not provide for the registration of ½-cent pieces. It is upon these grounds that the Clearing House Association of Chicago has made a strong protest to the Senate finance committee against the bill. But this difficulty would not, of course, be confined to banks. It would affect every storekeeper and every other user of a cash register, who would have to get a new machine to take care of the new ½ cent pieces. In fact, practically all change making, coin counting and handling machines would be affected and would have to be rebuilt. It has been estimated, according to protests filed in Washington, that the losses to merchants, manufacturers, bankers, railways and business men from this source alone would amount on an aggregate to millions of dollars. As the ½-cent piece would be a legal tender, no one could refuse to accept it.—*Electric Railway Journal.*

Walter A. Johnson, managing director of the John Lane Company has become treasurer of Moffat, Yard & Company. The offices of Moffat, Yard & Company have been moved to West Thirty-second street where the John Lane Company has been located for some time. It is said that aside from uniting the sales departments of the concerns, the move is not a consolidation in any way.

THE SHAPE OF THE BOTTLE ABROAD

NEW YORK, June 2, 1912.

Editor of PRINTERS' INK:

I note in PRINTERS' INK that the square bottle, being a general receptacle, cannot be monopolized by any one concern. Do you know how the countries of Europe regard the shape of the receptacle and the manufacturer's exclusive rights thereto? Have any of the governments gone on record in a way that might demonstrate their attitude? I am working with two export campaigns and would be glad to know. P. F. H.

You will be interested in the action taken by Norway and reported by the *Trade Mark Bulletin*. The Supreme Court of Christiania, Norway, rendered a decision determining the extent to which the shape of a bottle or other receptacle for goods can be protected in Norway as a trademark. A French manufacturer had registered in Norway as his trade-mark for pharmaceutical preparations a triangular bottle intended to enclose the drugs and medicines of his manufacture. It was held that, by virtue of such registration, he could not prevent a Norwegian house from using bottles of the same shape for the sale of the like products. Inasmuch as the Norwegian law protected only marks destined to be placed upon the merchandise themselves or upon the receptacles containing them, it was considered that the alleged mark was not such as could be protected under the Norwegian law. It was denied that the form of package alone, and without any other mark of the kind prescribed by the law, could be protected as a trade-mark or be subject to the rules governing such. It was held that the registration conferred only such a monopoly in the mark as would enable the registrant to prevent any other from placing the design or figure of a triangular bottle as a trade-mark upon his products or upon the packages containing them, but could not confer a monopoly in the use of a package of that shape, there being no question of trade-mark rights involved therein.—[*Ed.* PRINTERS' INK.]

New Haven

Connecticut's Largest City

Has Five Dailies

Two morning—Three evening

The Evening Register

Sells for two cents and has more circulation than any other New Haven paper, though the other two evening papers sell for a cent each.

That more results can be obtained by the REGISTER is shown by the volume of advertising. The REGISTER carries from 20 to 30 columns a day more than any other New Haven paper.

JULIUS MATHEWS, Representative.

POST WICHITA

Service Class A

The metropolis of Kansas, and exceeding in Bank Clearings any city of its size in the U. S.

90,000,000 bushels is the estimate of the Kansas wheat crop; and Wichita is the principal distributing point.

Reserve space now for the fall showing.

Crawford & Martling Poster Advertising Co.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg, GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, June 13, 1912

Success and Change of Copy

After advertising had emerged from the "dark ages" of general publicity, and nothing more, men of ideas sprang up who began to evolve "principles" and "laws." One of the "laws" promulgated was to the effect that copy must be changed frequently. As this principle began more and more to be incorporated into many strong campaigns, thus enlarging in a most profitable way the number of advertising workers, it was taken to be an unfailing sign of poor use of opportunities not to change copy often.

One of the pieces of year-in and year-out copy that has caused condescending remarks by many experts is that of the California Fig Syrup Company. This advertiser has used newspapers consistently for a great many years. While doubtless minor changes have been made in the copy now and then, it nevertheless has stood as a horrible example in the eyes of many "progressives" of what advertising should not be. Any advertising man with a spark of ability could have written a better ad—that much seemed certain.

But strange to say the men behind the California Fig Syrup business started with a paid-up capital of less than $50,000 and sold out only the other day to the Neuralgyline company for *one million, two hundred and fifty thousand dollars,* or twenty-five times the original investment. Evidently the much-criticised ad has been a dividend maker of no mean ability.

R. E. Queen, until recently the general manager of this concern, says that every year for the first ten years of the business he and his associates put every dollar, above expenses, back into advertising, until they had covered the entire United States and "had put the business on a dividend-paying basis."

While some other folks were worrying over the poor quality of the company's advertising, in the next twenty years, Mr. Queen states that the management was able to pay to the stockholders dividends amounting to about $100 000 a year, sometimes more and sometimes less, but amounting in the aggregate to about $2,000,000.

We are glad to spread these facts on the record for the information and perhaps for the confusion of the "experts" who seek to reduce advertising to a cut-and-dried, scientific basis. Other successes,—Castoria, for example,—built up on unchanged copy, will readily occur to the mind of careful observers. The mail order business is full of them. What conclusion is it safe to draw? The new owners of California Fig Syrup will follow a different policy, changing copy frequently. But will they have a greater financial success than the founders of the business? It will be some years before the question can be answered. One lesson which can be drawn right now is the importance of continuity and persistency in advertising. Remember that *for ten years* the advertiser was content not to draw out any profits. They all went back to pay for *more advertising.*

Looking Under the Label An advertising agent was describing to PRINTERS' INK an effective sales-promoting plan he had drawn up for a client of his. He had made provision for newspaper space, dealer's circulars, backing up the house salesmen and other details.

"Are you doing anything unusual in the way of window displays?" he was asked.

"Nothing in particular. Why window displays?"

"Didn't you read any of the articles in PRINTERS' INK showing how leading manufacturers are using dealers' windows at very important links in the advertising chain, and are getting great results from them?"

"Is that so? I saw the articles, but I didn't know there was anything like that in them. I thought they were meant especially for retailers."

Now PRINTERS' INK is not, except incidentally, a journal for retailers, at all. When anything about retailers' problems gets into its pages it is because it directly concerns manufacturers, and the reason why so much about retailers certainly is getting into print nowadays is because advertisers are at length coming to appreciate the vital importance of knowing how retailers run their businesses and how they ought to run them. The day has gone by for sitting down in the corner and cooking up some scheme or another to put over on the retailer. Dealer co-operation now means doing something with the dealer, not to him.

These questions of window display, character of package, premiums, coupons, etc., are important questions. They represent the developments in advertising and selling, the fresh outlets for the merchandising instinct. The names they wear are incidental—the real thing about them is the *power*. When power is dammed up in one direction, it escapes in another. These are some of the ways it is escaping, and there will be other ways. They will be recognized and used by the advanced advertisers, the men who are continually turning over the labels and names of things to see what is underneath. It pays to watch them and, if possible, emulate them.

PRINTERS' INK says:

A market is like a safe. Perhaps you can force the lock, but it's easier to learn the combination.

Blaming It on the Breakfast Food Man The blame for the high cost of living is now being laid upon the manufacturers of breakfast foods. Carl A. Koelsch, president of the Washington Marketmen's Association of New York, and a member of Mayor Gaynor's Market Commission which has been investigating the high prices of foodstuffs, says that the prices of meat, poultry, eggs and dairy products are higher because of the increasing demand for corn in the manufacture of breakfast food. The farmers, he says, prefer to sell their corn to the factory which pays cash rather than feed it to stock or poultry with the necessity of waiting for their money while the stock is fattening. Fifteen per cent of the corn grown in this country, it is said, goes into the manufacture of breakfast food, and the retail price of corn has increased eleven per cent in the last six months.

It is quite probable that Mr. Koelsch is right in his conclusion that the higher price of corn has raised the price of corn-fed produce. It may be true also that the breakfast-food industry has helped raise the price of corn. But it is not so clear that the breakfast-food industry is therefore responsible for the high cost of living. For while it is undoubtedly true that the price per pound of meat and poultry, and the price per dozen of eggs, is higher, there is every reason to believe that the price *per breakfast*—which in reality is the standard of measurement—is lower. The breakfast-food manufacturer may be contributing to the high price of eggs by divert-

ing a portion of the corn supply from the farmer's hens, but he is at the same time providing a palatable article of diet at a cost far below the lowest price of eggs It is about as broad as it is long.

PRINTERS' INK says:

It's a good product which is named by competitors as "second choice."

A Factor Often Overlooked

A fruit grower in Colorado has recently discovered the utility of the much-maligned "middleman," and has found that his attempt to sell direct to the consumer was profitable neither to the consumer nor to himself. He gives some figures in the *Grocery World* which will interest those who see in the elimination of jobber and retailer, the solution of the "high cost of living" problem.

He writes:

'Last year I determined to find out a few things for myself. From the beginning of the shipping season I slipped into each box of peaches, apples and pears a printed card with a simple request to the purchaser of the fruit to inform me of its exact cost. In some of them I placed stamped, self-addressed envelopes as well. Each return card carried the date of the shipment of the fruit.

The replies were not long in coming. Many of them I received even before I had received returns from the association on the shipment. In other words, the consumer had often paid for his fruit and eaten it a full month before the producer had received his pay for it. Apparently I was not only paying for the production of my fruit, but furnishing the capital for its marketing as well.

The results of this canvass showed that the consumer was actually paying more for shipping, storage and selling costs than the producer received for the goods. In other words, for a box of peaches which the consumer purchased for three dollars the producer received seventy-one cents. The remaining $2.29 was divided up among the various handlers of the peaches. The grower resolved, by taking matters into his own hands and going direct to the consumer, not only to earn a larger profit for himself, but to ease the burden which was placed upon the consumer.

It looked simple, but it wasn't. In spite of the fact that his advertising in the newspapers pulled well, in spite of the fact that he did not have a single complaint during the season or a loss in a single payment, he found that his experiment had brought him a return of exactly $17.25 over and above the cost of the advertising, packing and shipping, which was not enough to pay for the extra time and trouble. In summing up his experience he says:

Had I depended entirely on my own efforts to sell the small amount of fruit I raised hundreds of boxes would have gone to waste. My orders did not arrive at the time when the fruit was ready for shipment, and had not the association taken care of my surplus stock the experiment would have been a costly one.

A part of what the fruit grower was paying the middlemen was insurance that his product would reach a consumer before it spoiled, and another part was the service the middleman rendered in finding consumers. As soon as it devolved upon the grower to find consumers for himself, he could not find them fast enough to take care of his supply.

It is that factor of service which is most often overlooked in discussions of costs—whether it be advertising costs or costs of living. And until that factor is measured, and taken full account of, we shall have no panacea—if indeed we want a panacea.

SIX POINT LEAGUE'S NEW OFFICERS

At the annual meeting of the Six Point League, held June 6, the following officers were elected for the ensuing year: M. D. Hunton, President; Charles F. Halstead, vice-president; Louis Gilman, secretary, and Frank R. Northrup, treasurer. With the exception of Mr. Northrup, all the other officers of the Six Point League are newly elected. A new executive committee of the Six Point League was also chosen, and the following members were elected: Dan A. Carroll, F. St. John Richards, H. E. Crall, John B. Woodward, W. H. Lawrence and T. E. Conklin.

That unusual interest is being manifested in the work of the Six Point League was demonstrated by the large attendance of the members at the meeting. The decision of the meeting was that the Six Point League continue to hold the monthly luncheons so successfully given during the past year.



Copyright Life Publishing Company.

"JOHN HENRY, YOU LEAVE THAT BULL ALONE. D'YE HEAR ME?"

The Advertiser Follows the Reader

Records from years' standing show that LIFE enjoys as many readers in the Summer time as any other season.

This is one of many reasons why LIFE always has many advertising patrons.

Geo. B. Richardson, Adv. Mgr., 31st W. No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1203, Chicago.

COSMOPOLITAN

gained

65,196

lines of advertising for the twelve months ending with the June 1912 issue.

The figures are

For the year ending June 1912 -	**425,908**
For the year ending June 1911 -	**360,712**
	65,196

Only one other standard magazine made a gain during the same period; its gain was less than eight thousand lines.

The explanation of Cosmopolitan's extraordinary success is just this: its circulation is infinitely greater, and its readers more responsive than those of any other magazine.

And the advertiser has found it out.

Now, sir, when making up your Fall and Winter lists,—remember that you are buying results at a certain percentage of cost, and that the means to get them in the largest quantity, at the lowest cost, is through COSMOPOLITAN—the most profitable advertising medium of today.

Rate $3.25 per line—$728 per page

COSMOPOLITAN

381 FOURTH AVE., NEW YORK CITY

BOSTON CHICAGO DETROIT CLEVELAND

JUNE MAGAZINES

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR JUNE

	Pages	Agate Lines
Cosmopolitan	197	44,206
Sunset—The Pacific	145	32,648
Everybody's	125	28,069
Review of Reviews	124	27,834
McClure's	105	23,587
World's Work	90	20,213
Munsey's	78	17,584
Scribner's	75	16,849
Harper's	74	16,688
Century	73	16,464
American	67	15,203
Uncle Remus's (cols.)	67	12,855
Red Book	52	11,648
Hearst's Magazine	50	11,236
*Popular	49	11,004
Current Literature	44	10,024
Lippincott's	41	9,184
Ainslee's	36	8,064
American Boy (cols.)	39	7,900
Overland	34	7,616
Home Life (cols.)	40	7,018
Argosy	30	6,720
Metropolitan (cols.)	39	6,630
Atlantic Monthly	29	6,608
Boy's Magazine (cols.)	35	6,444
Pearson's	25	5,600
Strand	23	5,320
Wide World	23	5,208
Blue Book	22	4,984
Smith's	20	4,480
St. Nicholas	20	4,480
All Story	19	4,424
Smart Set	18	4,032

VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

	Pages	Agate Lines
*Vogue (cols.)	383	59,837
Ladies' Home Jour. (cols.)	135	27,091
Good Housekeeping Mag.	107	24,017
Woman's H. Com. (cols.)	114	22,870
Delineator (cols.)	94	18,898
Woman's Magazine (cols.)	82	16,454
Designer (cols.)	81	16,226
Pictorial Review (cols.)	75	15,000
Modern Priscilla (cols.)	83	13,944
Ladies' World (cols.)	59	11,933
McCall's (cols.)	81	10,854
Housekeeper (cols.)	49	9,800
Woman's World (cols.)	52	9,300
Mother's Magazine (cols.)	65	8,905
Housewife (cols.)	42	8,440
People's Popular Monthly (cols.)	44	8,284
People's Home Jour. (cols.)	32	6,450
Harper's Bazar (cols.)	24	4,893
*To-Day's Magazine (cols.)	24	3,313

* 2 issues.

LIPPINCOTT'S
MONTHLY MAGAZINE

The following table is reproduced from the June, 1911, issue of "Printers' Ink." We like to look at it because we feel proud of the steady, increasing growth.

[illegible]	9[illegible]	
American	89	
Harper's	87	1[illegible]
Scribner's	81	18,28[illegible]
Hampton's	69	15,456
Century	68	15,3[illegible]4
Columbian	65	14,560
Current Literature	54	12,152
Red Book	50	11,240
Uncle Remus's (cols.)	58	11,055
American Boy (cols.)	47	9,414
Argosy	41	9,352
Success (cols.)	54	9,090
Pearson's	40	9,044
National	34	7,616
Theatre (cols)	42	7,114
Popular	40	8,160
Ainslee's	52	7,056
Atlantic	30	6,720
World To-Day	27	6,216
Human Life (cols.)	32	6,080
All Story	26	5,824
Boys' Magazine (cols)	28	5,203
Metropolitan	22	4,928
Strand	21	4 816
Blue Book	20	4,480
St. Nicholas	19	4,368
[illegible]	16	3,584
Lippincott's	16	3,584

To our advertisers it must be a source of considerable satisfaction. It confirms their judgment in the possibilities of Lippincott's and provides food for thought for the coming twelve-month.

Your advertisement in a wholesome, clean-cut magazine going from last position to first, is infinitely more satisfactory and profitable than in one on the "down-grade."

LIPPINCOTT'S
MONTHLY MAGAZINE
PHILADELPHIA

New York: 156 5th Ave.
Boston: 24 Milk St.
Chicago: 1502 Tribune Bldg.
Detroit: 1329 Majestic Bldg.

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

	Pages	Agate Lines
Motor (cols.)	459	77,112
Motor Boating (cols.)	239	41,958
*Country Life in America (cols.)	225	37,961
System	127	28,448
Architectural Record	120	26,880
Popular Mechanics	106	23,744
Outing	79	17,808
Field & Stream	69	15,624
Suburban Life (cols.)	83	14,110
House Beautiful (cols.)	99	13,915
House & Garden (cols.)	96	13,440
Popular Electricity	57	12,908
Outer's Book	55	12,320
Recreation (cols.)	61	10,248
Outdoor Life	43	9,744
Business	43	9,632
Garden (cols.)	61	8,596
American Homes & Gardens (cols.)	50	8,581
International Studio (cols.)	59	8,330
Theatre (cols.)	47	8,048
Craftsman	35	8,008
Travel (cols.)	53	7,506
Technical World	32	7,168
Arts & Decoration (cols.)	40	5,600
Extension Magazine (cols.)	34	5,440

VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

	Pages	Agate Lines
*Canadian Courier (cols.)	220	40,040
MacLean's	141	31,584
Canadian Magazine	96	21,504
Can. Home Jour. (cols.)	78	15,584

VOLUME OF ADVERTISING IN LEADING WEEKLIES IN MAY

May 1-7:

	Pages	Agate Lines
Saturday Evening Post	167	28,438
Town & Country	129	21,750
Collier's	69	13,211
Life	74	10,429
Literary Digest	73	10,320
Harper's	40	8,126
Independent (Pages)	33	7,504
Asso. Sunday Magazines	28	5,160
Outlook (Pages)	22	5,096
Leslie's	24	4,999
Christian Herald	29	4,942
Youth's Companion	24	4,864
Churchman	29	4,750
Forest & Stream	28	3,920
Scientific American	17	3,531
Illus. Sunday Magazine	16	2,970

* May—Weekly.

May 8-14:

	Columns	Agate Lines
Saturday Evening Post	170	29,032
Town & Country	153	25,750
Collier's	79	15,107
Literary Digest	75	10,495
Life	60	8,417
Outlook (Pages)	28	6,440
Christian Herald	30	5,176
Leslie's	25	5,082
Forest & Stream	28	3,990
Asso. Sunday Magazines	20	3,600
Scientific American	17	3,464
Illus. Sunday Magazine	15	2,850
Independent (Pages)	12	2,688
Churchman	16	2,635
Harper's	11	2,345
Youth's Companion	10	2,118

May 15-21:

Saturday Evening Post	148	25,304
Collier's	75	14,426
Town & Country	82	13,828
Scientific American	67	13,400
Literary Digest	95	13,392
Harper's	44	9,960
Life	68	9,606
Asso. Sunday Magazines	29	5,220
Leslie's	25	5,197
Christian Herald	28	4,781
Outlook (Pages)	21	4,732
Forest & Stream	24	3,395
Independent (Pages)	15	3,360
Illus. Sunday Magazine	16	2,880
Churchman	17	2,806
Youth's Companion	10	2,140

May 22-28:

Saturday Evening Post	142	24,193
Outlook (Pages)	102	22,904
Literary Digest	103	14,504
Collier's	74	14,240
Town & Country	76	12,828
Leslie's	33	6,676
Life	44	6,182
Forest & Stream	30	4,240
Asso. Sunday Magazines	24	4,410
Christian Herald	23	4,047
Harper's	16	3,217
Churchman	20	3,217
Youth's Companion	15	3,135
Illus. Sunday Magazine	17	3,060
Scientific American	15	3,047
Independent (Pages)	12	2,688

May 29-31:

Life	47	6,585
Leslie's	21	4,224
Youth's Companion	11	2,363
Independent (Pages)	10	2,240
Christian Herald	9	1,669

Certified Paid Circulation Over 56,000

THE HOUSE BEAUTIFUL INC., New York City.
New York City.

GENTLEMEN:—Basing this certificate upon an exhaustive examination together with a detail count and check of the circulation records and a verification thereof by check of the record of cash receipts, we hereby certify as follows:

First: That the total paid subscription circulation of the

House Beautiful
and American Suburbs

WAS AS AT MAY 1, 1912, FORTY-NINE THOUSAND TWO HUNDRED AND TWO (49,202)

Second: That the total paid circulation, as set forth in the preceding paragraph of this certificate is sub-divided, as to location, as follows:

Maine	878	Kentucky	285	Montana	88
N. Hamp.	468	W. Va.	102	Wyoming	31
Vermont	190	Tennessee	192	Colorado	163
Mass.	5,945	Alabama	98	N. Mexico	27
R. Is.	1,050	Mississippi	72	Arizona	25
Conn'c't	650	Louisiana	102	Utah	42
Total in N. Eng. States	9,181	Texas	554	Nevada	15
		Oklahoma	145	Idaho	70
		Arkansas	74	Wash.	400
		Total in S. W. States	1,624	Oregon	161
				Calif.	2,797
				Total in West. States	3,819
N. York	3,818				
N. Jersey	1,589				
Penna.	6,990				
Delaware	559				
Maryland	338				
Dist. of Co.	167				
Total in No. At. States	13,461				
		Ohio	3,942	Canada	420
		Indiana	1,486	Foreign	193
		Illinois	8,769		
		Michigan	1,847	Total	49,202
		Wisconsin	551		
		Minnesota	759		
		Iowa	427		
		Missouri	1,107		
Virginia	188	N. Dakota	38		
N. C.	201	S. Dakota	57		
S. C.	74	Nebraska	234		
Georgia	162	Kansas	510		
Florida	152				
Total in So. E. States	777	Total in Middle States	19,727		

Third: There were further issued, as disclosed by the records, copies of "The House Beautiful and American Suburbs," to

Advertisers List	1,314
Complimentary and Exchanges	172
Total Free Circulation	**1,486**

Fourth: That in addition to the paid and free circulation as certified to in the preceding paragraphs there were issued and delivered to News Companies copies of "The House Beautiful and American Suburbs," as set forth below. These deliveries being subject to return by the News Companies they were not included in the total paid and free circulation figures referred to in the first, second and third paragraphs.

March Issue 1912, 8,050; April Issue 1912, 8,050; May Issue 1912, 8,800. Total	**24,900**
Less returns as disclosed by the records as at May 1, 1912	**3,531**
Balance being total actually issued and retained by the News Companies (Monthly Average 7,123	**21,369**

MARSHALL, WHITE & REEVE, Certified Public Accountants,
By F. E. Reeve, C. P. A.

Dated at 27 William St., New York City, N. Y. June 4, 1912.

WALTER C. KIMBALL, Inc.

Advertising Managers

CHICAGO NEW YORK BOSTON

	Agate Lines
Totals for May:	
Saturday Evening Post..	106,968
Town & Country.....	74,156
Collier's	56,984
Literary Digest.....	48,711
*Life	41,219
Outlook	39,172
*Leslie's	26,178
Harper's	23,648
Scientific American.....	23,442
*Christian Herald.....	20,615
*Independent	18,480
Asso. Sunday Magazines	18,390
Forest & Stream.....	15,545
*Youth's Companion.....	14,620
Churchman	13,408
Illus. Sunday Magazine	11,760

* 5 issues.

RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATION

	Pages	Agate Lines
1. Motor (cols.)	459	77,112
*2. Vogue (cols.)	383	59,837
3. Cosmopolitan	197	44,206
4. Motor Boating (cols.).	230	41,958
*5. Country Life in America (cols.)	225	37,961
6. Sunset—The Pacific...	145	32,648
7. MacLean's	141	31,584
8. System	127	28,448
9. Everybody's	125	28.069
10. Review of Reviews....	124	27,834
11. Lad'es' Home Journal (cols.)	135	27,091
12. Architectural Record..	120	26,880
13. Good Housek'ping Mag.	107	24,107
14. Popular Mechanics....	106	23,744
15. McClure's	105	23,587
16. Woman's Home Companion (cols.)	114	22,870
17. Canadian Magazine....	96	21,504
18. World's Work.....	90	20,213
19. Delineator	94	18,898
20. Outing	79	17,808
21. Munsey's	78	17,584
22. Scribner's	75	16,849
23. Harper's	74	16,688
24. Century	73	16,464
25. Woman's Mag. (cols.).	82	16,454

* 2 issues.

THE SIZE OF MAILING CARDS

The Postal Service Committee of the Chicago Association of Commerce has issued a bulletin of caution to advertising and sales managers. The point is made that very large mailing cards are often mutilated in transit. Such injury lessens their advertising value. The committee then describes the conditions obtaining in the postal service to the end that advertisers may design their advertising cards with some assurance of their being delivered uninjured. The statement says:

"So far as the postal laws and regulations are concerned, there are no limitations as to the size of these cards, except the limitations imposed by the mail equipment. In the handling of mail at a post-office for dispatch it must be separated by states and then distributed by railway post-office lines and by post-offices. In the performance of this work pigeon hole cases suitably labeled are used. In the very nature of things the dimensions of these cases cannot be limitless, the maximum pigeon hole being approximately eight by eight inches by eleven inches; and the pouches and sacks into which the mail for dispatch is placed likewise have their limitations.

"Consequently, if it is desired that advertising cards shall reach their destination unmutilated and in an attractive condition, it is apparent that it is necessary to reduce their size so as to permit their being handled without bending or breaking. While cards not greatly exceeding eight by eight inches in size can be handled on the distribution cases, yet single cards of this size are quite apt to be broken in transit.

"The question therefore presents itself as to whether it is good business policy to expend money for advertising matter of this kind, in view of the fact that in many cases it is actually known that the object sought will be defeated if the cards are received in other than perfect condition.

"Large cards, and especially those exceeding the capacity of the largest distribution cases, can and will be handled at the post-office, but their handling is necessarily slow, being distributed into sacks, and their condition when arriving at destination must necessarily be more or less uncertain and frequently unsatisfactory."

INDICT BEAUTY DOCTORS

Marjorie Hamilton Cunningham and her husband, Walter C. Cunningham, beauty doctors and advertisers of an obesity cure, were indicted by a Federal Grand Jury at Denver, Colo., June 6, on the charge of fraudulently using the mails.

The evidence against them was obtained by post-office inspectors of Denver and Washington. More than a score of witnesses were summoned before the jury from all parts of the country to make charges against the Marjorie Hamilton Company—principally women who wanted to reduce their weight.

The defendants, it is alleged, sent out 2,500 letters a day throughout the country, advertising the obesity cure for $15. If the would-be patient was not responsive the price was cut to $1. It is said that the company was making at least $500,000.

"YOU said Hearst's Magazine was going to do the thing upon which your correspondent congratulates you—and you did it, just as you have made good on your promises in the past.

Incidentally, the transition from former World To-Day to Hearst's Magazine has been rapid and remarkable. It seems a great deal like watching the night-blooming cereus.

Don't know whether you know anything about this particular plant or not, but as I remember it, I think it takes three or four months for the bud to form and then—in one night—it bursts forth into a beautiful, complete and wonderful flower.

This is the way Hearst's Magazine has seemed to me.

It was in the embryonic stage for a long time, with the possibilities there, and then, Mr. Hearst took hold of it, and, almost in a night, it blossomed forth into a strong, splendid, aggressive magazine."—(The opinion of an advertising counsellor of wide experience—Name on request.)

The gain in circulation is equivalent to a 50% increase. The gain in advertising lines during the past three months follows:

Month	*1911*	*1912*	*Gain*
April	9 256	9,872	7%
May	8,568	11,089	30%
June	6,216	11,236	80%
July	looks like		100%

Hearst's Magazine

The World To-Day

381 Fourth Ave., New York

"The Most Talked of Magazine in America"

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JUNE ADVERTISING

	1912.	1911.	1910.	1909.	Total.
Cosmopolitan	44,206	33,740	31,378	28,418	137,742
Everybody's	28,069	31,248	33,460	33,600	126,377
Review of Reviews	27,834	28,672	26,978	30,338	113,822
McClure's	23,587	26,607	29,904	31,220	111,318
Sunset—The Pacific	32,648	26,885	23,632	23,856	107,021
Munsey's	17,584	24,808	23,660	26,726	92,778
World's Work	20,213	22,624	23,422	25,137	91,396
Scribner's	16,849	18,592	28,488	23,948	87,877
American	15,203	19,992	22,848	22,848	80,891
Harper's	16,688	19,496	22,106	21,381	79,671
Century	16,464	15,384	16,156	18,144	66,148
Red Book	11,648	11,200	12,544	10,752	46,144
Uncle Remus's	12,855	11,055	9,937	11,470	45,317
Current Literature	10,024	12,152	10,528	8,512	41,216
Argosy	6,720	9,352	13,304	10,794	40,170
Hearst's Magazine	11,236	6,216	8,724	9,461	35,637
Pearson's	5,600	9,044	11,350	8,666	34,660
Ainslee's	8,064	7,056	7,504	8,920	31,544
Atlantic Monthly	6,608	6,720	8,700	7,000	29,028
American Boy	7,900	9,414	5,868	5,540	28,722
Lippincott's	9,184	3,584	5,376	6,440	24,584
Metropolitan	6,630	4,928	4,872	6,272	22,702
All Story	4,424	5,824	7,504	4,872	22,624
Strand	5,320	4,316	6,944	4,760	21,840
Blue Book	4,984	4,480	4,480	6,272	20,216
Smith's	4,480	4,368	4,340	5,096	18,284
St. Nicholas	4,480	4,368	3,808	2,604	15,260
WOMEN'S MAGAZINES					
*Vogue	59,837	43,836	37,500	19,678	160,851
Ladies' Home Journal	27,091	21,800	28,400	25,200	102,491
Good Housekeeping Magazine	24,017	22,848	24,208	24,306	95,379
Woman's Home Companion	22,870	21,975	22,800	21,000	88,645
Delineator	18,898	20,340	15,810	19,000	74,048
Woman's Magazine	16,454	18,600	14,250	16,355	65,659
Designer	16,226	18,800	14,145	16,400	65,571
Modern Priscilla	13,944	14,231	12,075	11,304	51,554
Pictorial Review	15,000	14,000	11,172	10,995	51,167
Ladies' World	11,933	12,067	10,950	11,530	46,480
Housekeeper	9,800	12,200	10,800	10,050	42,850
McCall's	10,854	10,452	9,782	9,133	40,221
Harper's Bazar	4,893	6,234	8,280	9,310	28,717
MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING					
Motor	77,112	75,474	69,048	49,721	271,355
*Country Life in America	37,961	42,896	42,330	38,629	161,816
System	28,448	25,256	27,006	29,860	110,570
Field and Stream	15,624	15,382	14,498	15,904	61,408
Outing	17,808	15,406	16,204	11,872	61,290
Suburban Life	14,110	16,320	17,340	12,608	60,378
House and Garden	13,440	14,014	12,540	5,356	45,350
House Beautiful	13,915	12,954	7,716	9,564	44,149
International Studio	8,330	10,710	14,540	10,134	43,714
Recreation	10,248	11,424	12,601	9,363	43,636
Garden	8,596	10,192	11,449	10,080	40,317
American Homes and Gardens	8,581	6,972	6,822	8,385	30,760
Theatre	8,048	7,114	7,762	7,342	30,266
MAY WEEKLIES					
Saturday Evening Post	106,968	103,700	94,660	93,755	399,083
Collier's	56,984	57,990	54,340	52,820	222,134
Outlook	39,172	44,064	45,655	54,974	183,865
Literary Digest	48,711	48,446	37,830	37,841	172,828
Life	41,219	29,562	35,048	21,638	127,467
	1,186,594	1,167,884	1,155,376	1,087,154	4,597,008

* 2 issues.

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month and in other years only four

Digging Into a Gold Mine

Ever hit "pay ore" with your advertising? Or are you just sort of simmering along with the bunch?

Right out in *our* country—the Pacific Coast States—the people have a *greater per capita purchasing power* than the people of any other section of this or any other country!

Get that fact nailed down when you plan the fall campaign. And realize that

SUNSET— The Pacific Monthly

reaches the *entire* Pacific Coast community—this wonderful "market beyond the Rockies"; that it has *more* circulation west of the Rockies than *any other standard magazine.*

Get these facts in your mind and decide you want *your share* of this great business.

Study Sunset—the Pacific Monthly. Know its beauty and attractiveness. Run through its advertising pages. See yourself and *know yourself* the class of great national advertisers *who know* Sunset—The Pacific Monthly.

Will you buy a sample copy, *or may we send one,* together with facts that simply talk for themselves.

Page rate $200.



Just address like this:

"Sunset—The Pacific Monthly"

Wm. Woodhead, Business Mgr., San Francisco

OR THE EASTERN OFFICES

Chicago—73 West Jackson Blvd., L. L. McCormick, Mgr.
238 Marquette Building, G. C. Patterson, Mgr.

New York—37 East 28th St., W. A. Wilson, Mgr.

The Little Schoolmaster's Classroom

"How on earth," said one advertising man to another recently, "do you manage to get ideas for so many advertisements for your concern? I think I'd go right up in the air if I knew I had to look out for as many pieces of copy as you must have on your schedule. Tell me the secret."

"There is no secret," said the other, "and the job isn't as big as it evidently looks to you. You know, jobs nearly always look bigger to the outsider than they do to the insider. If you were here, seeing just what I see all the time, and you had traveled along the same road that I have traveled, the work would be no discouraging problem.

"You ask how I manage to get ideas for so many advertisements. The fact is that these ideas don't all come at once; they don't have to come that way. Rarely have I on tap more than a few ideas, but I have learned through experience that there is no need of worrying; that, like the widow's jar of oil, ideas for advertisements continue to come as you use what is in store. So I feel at ease when I have a few ideas on hand, knowing that as I work them up others will come."

* * *

When you have a strong idea for an advertisement don't hesitate to make broad use of it. Suppose its original form was that of a street-car card. Only a proportion of the people will see the advertisement in the cars, and you are shortsighted if you do not make use of the winning idea in other mediums. In striving for variety you may go ahead and work up several other ideas, at the cost of considerable time, and not get anything that is half as strong as the advertisement that brought big returns or called forth much favorable comment when first used. One large national advertiser puts out every month a circular for general distribution that has for its leading idea—its attention-commanding feature—an illustration that has proved its worth in the general magazine campaign, and results do not seem to indicate that the effectiveness of the circular is lessened by the previous use of the idea in magazine advertising. Of course, it is possible for duplication to be carried too far, but there is so much to give attention to these days that a good idea may be worked in several different ways before it strikes "the law of diminishing returns."

* * *

Efficient advertising requires knowledge of conditions. The manufacturer of a steam-heating boiler that will burn only hard coal says there is a certain large section of country in which he is careful to have no advertising except what must go there through waste circulation that cannot be avoided. Yet there is another large section of territory in Canada, where, on account of a low-rate haul on hard coal, the manufacturer's style of heaters are used extensively and where he is able to maintain a good trade.

"Find the facts" is the slogan of the modern advertising campaign. There are uncertainties enough when you know the facts; to proceed without them, if they can be had, is unnecessarily increasing the chance for failure.

* * *

"Your price for writing sales letters is considerably higher than the prices of others who have been in correspondence with me," was a remark recently made to a professional letter-writer. "I know it," was the reply, "but I am charging you first of all for a thorough analysis of your proposition. My fee includes the asking of a number of leading questions that you must answer as fully as you can before I go ahead with

the work. And, too, I must make a careful examination of your goods, so as to get first-hand impressions. I can write letters without doing all this, but I don't want to write that kind of letters; they would probably read smoothly and might please you, but I am fearful of the results from superficial work, and that is what that sort of work would be. There is something to any piece of good copy, whether it be a magazine advertisement or sales letter, that indicates to the sixth sense of the reader whether or not the writer really knew what he was writing about, and I cannot get that something in my letter copy without working along the lines suggested."

* * *

"We get a start in certain territory," said a member of a flour concern to an applicant for the position of advertising manager, "and think everything is going along well, when the ——— people or the ——— Flour concern opens up there with one of their broadside campaigns and knocks us out. What we are looking for is some scheme to *hold* our trade better."

The applicant thought and thought, and finally came to the conclusion that a premium credit-slip in each bag would do the trick. He put up his idea to the firm, had it favorably received, and, best of all, when the plan was tried out it worked well.

* * *

Speaking of premiums, a housekeeper said to the Schoolmaster some time ago, "I was amused at myself the other day for saving my receipts for coffee purchases, just because I saw on the back that I could get coffee spoons with them. I really do not need any more coffee spoons, but the opportunity to get something that I did not seem to be paying for appealed to me."

* * *

"Wash these stockings with Ivory Soap," is the wording of a slip that mothers now find in certain children's stockings that they buy. This is just another of those little things that probably do not cost a great deal but which should bring good results to the advertiser.

* * *

"The trouble with a lot of the little fellows," said an alert agency man the other day, "is that they are really not distinctive enough for advertising to do them much good. Take that shoe store over there, as an example. There's nothing particularly good in either stock or service and the proprietor has no ambition to make his store distinctive—to give it character. No, he expects to use advertising as a sort of magic with which to pluck success out of the air. He wants to hire some one to say nice, clever things that will draw people to his store—that will make them believe that his store is something more than it is. But that won't go long; the people will see through it. So I tell them that they ought to save their money

AGRICULTURAL ADVERTISING—
At It 25 Years
I render a know-how-to-help-you-advisory service
FRANK B. WHITE
Counselor at Advertising
326 W. Madison St., Chicago, Ill.

Lincoln Freie Presse
GERMAN WEEKLY
LINCOLN, NEB.
Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

CLASS CIRCULATION IN PITTSBURGH
The kind that pays for book, financial, steamship, resort and automobile advertising. For over 70 years this field has been covered best by using
THE POST
The only Democratic paper reaching a clientele exclusively its own.
E. M. SCHOLZ, Gen'l. Mgr.
Cone, Lorenzen & Woodman, Special Representatives.
New York Atlanta Chicago

until they can make their businesses more distinctive."

And then this agency man said that a short time before he had been called in by a bed manufacturer. The bed manufacturer wanted some advice as to how he could get the most out of showrooms and exhibitions. "What do you make that is distinctive?" asked the agency man. "Nothing." "Well, then, by all means let's make something distinctive. Everybody is making brass beds, green beds, black beds, etc. How about a nickel bed?"

The manufacturer demurred for a while, but in the end he saw the point, and he prepared some distinctive designs. No, he did not sell many of them, but as they were unusual the new stuff brought him several times the attention he had been getting before, and he prospered. The new designs served well the purpose for which they were prepared—that of attracting attention.

* * *

Originality is greatly overrated. You do not have to do "stunts" in order to attract favorable attention. But it is a good thing to introduce a little novelty, a little catch, into your headlines. Instead of a tame heading such as "A First-Class Safety Outfit," make it read "Twenty-Four Safety Razors in One," "Six Months' Safe Shaving Without Stropping," or something of that sort.

One very successful editor says that he wants all headlines in his table of contents to be so attractive that they will "sell the articles." This is a good thought. The advertising man should pay as much attention to headlines and titles as the editor or the fiction writer. Compare "The Story of a Hard-Won Success" with "The Man Who Didn't Know When He Had Failed"; the second has considerably more news value.

* * *

Prince Albert and the Jimmy pipe made a great hit, but there's no telling where this new "tobacco language" is going to end. More hats are being thrown into the ring. Just read this:

> Oh, you Cut-Up!
> You teller of "Good Ones," you lover of Eats and Blended Drinks. How about that six inches of Havana Happiness in your jolly face? All to the Gravy, eh?
> And you took over two of 'em—two long, larky Havana Cut Ups for a measly nickel. Shame on you!
> A foot of Smoke-Fun for five cents. Oh, you Havana Blunts! Saucy Panatellas in gold and green Pajamas. You'll know them by the Big Box with the Green Lid.
> Dig in and drag up a pair with your hooks.
> Oh my, yes, everybody smokes 'em.

Now, listen gentlemen—you who write tobacco copy: the Schoolmaster isn't saying that this style of copy is ineffective, but haven't you a little more pride in your own creative ability than to hit up a style that is so much like Prince Albert? There ought to be a law of "unfair competition" in copy-writing just as there is in selling methods.

* * *

And now there is another illustration almost, though not quite, as far-fetched. At a dinner table the lady of the household looks calmly on while the maid drops the tray and breaks the china. Remarks the husband: "If that had happened a year ago, my wife would have been a nervous wreck for a week afterward." Of course the suggestion is that lately Mrs. Housekeeper has been taking her Extract regularly and can look smilingly on at all sorts of household catastrophes. Maybe!

INJUNCTION AGAINST FALSE LABELLER

The U. S. District Court for the District of Kansas granted an injunction May 20, restraining the Cox-Hodgett Dry Goods Company, J. N. Albertson and E. W. Isaacs, all of Wichita, Kan., from placing forged Heatherbloom labels on garments of their manufacture.

The Knoxville *Journal and Tribune* announce the appointment as foreign representative of Albert Hanson, who at the present time already represents the Montgomery *Advertiser* and Birmingham *News* in the foreign field.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT

YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

ADVERTISING NOVELTIES

FREE SAMPLES celluloid and metal specialties that ad men for brokers, insurance companies, banks, real estate concerns can use to good advantage and profit. BASTIAN BROS., Rochester, N. Y.

BUSINESS OPPORTUNITIES

BUSINESS LETTERS with barbs for the mind. FRANCIS I. MAULE, 401 Sansom St., Philadelphia, Pa.

FOR SALE

OLD ESTABLISHED PLANT FOR SALE

Well equipped newspaper and general printing plant located in central southern Michigan, consisting of three cylinders, two platens, wire stitchers, Dexter news and job folder, power cutter, Standard Linotype, electric motors, etc. Established over 70 years. Two well established specialties with large margin of profit. Daily and weekly newspapers with circulation over 1700. County seat of prosperous agricultural county of 75,000 people. Output of plant $30,000 annually. Give in first letter, ability to make the deal. Address "SALE," care Printers' Ink.

HELP WANTED

AGENCY representing trade and class journals wants representative in Boston, also Philadelphia and Buffalo, on commission basis. Box 17, care of Printers' Ink.

OFFICE MANAGER: Wanted for N. Y. Advertising Agency. Must be familiar with space and printed matter, laying out campaigns, etc. Don't answer unless experienced and competent. "R. A. L." care Printers' Ink.

WE WANT TO GET IN TOUCH with a few high-class, thoroughly experienced, outdoor advertising solicitors; Western Pennsylvania, Ohio, Indiana, Kentucky and Tennessee territory; commission basis; good future for the right man; reference required. THE HOWARD SYSTEM, Cincinnati, O.

Manager to Start an Advertising Company

in connection with a well established and progressive printing office located in Toronto, Canada. Must have original ideas and be first-class salesman. High salary and interest in business will be given to right man. State experience and age. Enquiries confidential. "J.," care of Printers' Ink.

Circulation Man Wanted

Wanted: A capable man in the Circulation Department in a concern publishing four leading technical and trade papers. Must be able to write result-producing circulars and understand methods of getting circulation by mail. Reasonable salary to start with satisfactory advancement. State age, experience and previous employment. Address M. C. R., care Printers' Ink.

Circulation Manager

WANTED—By Western Canadian Daily Newspaper. Leader in its Field. A First Class Circulation Manager. One who is modern and enterprising, but who produces permanent results. Apply, stating experience, present occupation, etc., to "Western Daily," P. O. Box 1934, Montreal.

LETTER BROKERS

HAVE you ever tried circularizing the results of the other fellow's advertising? We are offering for rental TEN MILLION FRESH AND UP TO DATE LETTERS received in answer to different advertisements—such as AGENTS, DRY GOODS, TRUST SCHEME, MEDICAL, AGRICULTURAL AND GENERAL MAIL ORDER LETTERS of all descriptions at very low prices for a thirty day copy. WRITE FOR SAMPLES—if you have any Letters to sell let us know—WE PAY CASH. WALLACE BROWN COMPANY, 402-5 Morton Bldg., Chicago, Ill.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of PRINTERS' INK a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing $1.00, accepted for a one-time insertion. PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.

NOTICES

THE FIRM OF BARTLETT-WALES CO. has this day been dissolved by the retirement of James Albert Wales. Edmund Bartlett continues the business under the name of EDMUND BARTLETT CO., and assumes all the obligations of Bartlett-Wales Co., and the completion of all contracts. EDMUND BARTLETT CO., 381 Fourth Ave., N. Y. C.

MAIL ENCLOSURES

WE SPECIALIZE IN MAIL ENCLOSURES that do not go in the waste basket. Write for samples. THE SALES AID CO., 260 B., Ridgewood, N. J.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau, 35 Montgomery St., San Francisco. Cal.**

POSITIONS WANTED

YOUNG MAN, Page-Davis Graduate—thorough knowledge successful writing and placing of ads, desires connection, in any capacity, with an advertising dept. offering bright prospects for success. "L," care of Printers' Ink.

CAPABLE MAN

with considerable advertising experience, wishes to connect where he can develop along broad lines. Writes good copy. Understands printing. Box 923, care of Printers' Ink.

COPY-WRITER AND LAYOUT-MAN (21) seeks position as assistant to advertising manager of a dept. store or mfg. concern. Has excellent office training and is not afraid of work. I. C. S. trained. Will you grant an interview? Address "W. H. M.," care Printers' Ink, 2 Beacon St., Boston.

THOROUGHLY COMPETENT ADVERTISING MAN

would like to join a manufacturer as advertising manager, or an agency as copy and plan man. Age 29. Write "MERCURY," care of Printers' Ink.

OPPORTUNITY WANTED—Twenty years' experience in production of high class printing. Familiar with stock, type, ink, binding. Always have been a close student of advertising, particularly past two years. Competent to plan design and lay out any kind of printing for the advertiser. Thoroughly reliable. Address "E. N. T.," care of Printers' Ink.

Salesman Wants Job

LIVE WIRE, ALERT, WITH GOOD HEALTH, energy, initiative, thorough business training as general manager, sales and advertising manager, house organ editor, salesman, wants $1,800.00 position with good opportunity. Late salesman Murphy Varnish Co., Newark. Age 34, married. CHAS. W. KESSER, Winona Avenue, Germantown, Philadelphia.

Automobile Advertising

and publicity manager, experienced in selling, advertising and sales correspondence. Thoroly competent to plan and execute successful advertising and sales campaigns.

Technical college man, young, married, four years agency experience and two years selling. At present sales and adv. mgr. for auto mfr. Cleveland or Middle West location preferred. Highest references and record of results. Address "C. E. B., care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

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ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, **36,877**. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net av. year 1911, Dy. **17,569**; Sun., **22,238**. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, **7,801**; 1911, **7,892**.

New Haven, *Evening Register*, daily. Aver. for 1911 (sworn) **19,184** daily, 2c.; Sunday, **15,108**, 5c.

Norwalk, *Evening Hour*. Average circulation 1911, **3,645**. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1911, Daily, **7,515**; Sunday, **7,559**.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily 4 mos. '12, **64,154** (○○). Carrier delivery.

ILLINOIS

Chicago *Examiner*, average 1911, Sunday **541,623**, Daily **216,698**, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

☞ The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Polish Daily News*. Year ending May, 1912, **16,094**; May average, **16,705**.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, **5,327**.

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, **9,114**.

Peoria, *Evening Star*. Circulation for 1911, **31,140**.

INDIANA

South Bend, *Tribune*. Sworn average Feb., 1912, **13,142**. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye* Average 1911, daily, **9,426**; Sunday, **10,381**. "All paid in advance."

Des Moines, *Register & Leader*. (av.'11), **35,265**. *Evening Tribune*, **20,316** (same ownership). Combined circulation **55,579—35%** larger than any other Iowa paper. Supreme in want ad field

Washington, *Eve. Journal*. Only daily in county. **1,956** subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, **8,139**. Waterloo pop., 27,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1911, daily and Sunday, **28,911**.

Louisville, *The Times*, evening daily, average for 1911 net paid **47,956**.

MAINE

Augusta, Kennebec *Journal*, daily average 1911, **9,872**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1911, daily **10,444**

Portland, *Evening Express*. Average for 1911, daily **17,626**. Sunday *Telegram*, **12,016**.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, **79,626**. For May, 1912, **82,883**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (○○). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. Greatest May of the *Boston Post*. Circulation averages: *Daily Post*, **403,500**, gain of **60,877** copies per day over May, 1911. *Sunday Post*, **336,001**, gain of **42,409** copies per Sunday over May, 1911.

Boston, *Herald*, guaranteed daily circulation **110,714** (average for whole year ending April 30, 1012). The newspaper of the home owners of New England.

Lawrence, *Telegram*, evening, 1911 av. **8,405**. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1909, **16,839**; 1910, **16,562**; 1911, **16,987**. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1911, **18,871**.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, **19,031**. The "Home" paper. Larg'st ev'g circ.

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Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, **184,614**—Dec. av., **187,178**. Sunday 1911, **323,147**—Dec. av., **324,476**. Advertising Totals: 1911, **8,376,061** lines Gain, 1911, **447,953** lines

3,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation **80,000**.

Jackson, *Patriot*. Aver. year, 1911, daily **10,368**; Sunday, **11,213**. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, **21,387**.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, **103,728**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (◎◎). In 1911 average daily circulation, evening, **78,119**. In 1911 average Sunday circulation, **82,203**. Daily average circulation for May, 1912, evening only, **80,553**. Average Sunday circulation for May, 1912, **84,569**.

CIRCULATION **Minneapolis**, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, **98,586**. Average circulation of Sunday *Tribune* for same period, **117,904**. Average net paid circulation for 1911, daily *Tribune*, **92,094**; Sunday *Tribune*, **109,313**.

by Printers' Ink Publishing Company

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, **123,829**

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey **9,958** average 1911.

Camden, *Post-Telegram*. **10,416** daily average 1911. Camden's oldest daily.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. 1c—'07, **20,370**; '08, **21,326**; 2c—'09, **19,062**; '10, **19,258**. '11, **20,113**.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, **18,361**. It's the leading paper.

The **Brooklyn** *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, **61,119**.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, **97,764**; daily, **80,268**; *Enquirer*, evening, **33,891**.

Buffalo, *Evening News*. Daily average 1911, **94,724**.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, **6,237**.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, **130,670**. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1911, **20,817**. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Troy, *Record*. Av. circulation 1911, (A. M., **8,322**; P. M., **18,736**) **24,057**. Only paper in city which has permitted A. A. A examination, and made public thereport.

Utica, *National Electrical Contractor*, mo Average for 1911, **3,625**.

NORTH CAROLINA

Charlotte, *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, **95,129**; Sunday, **138,191**. For May, 1912, **108,866** daily; Sunday, **132,653**.

Youngstown, *Vindicator*. D'y av., '11, **16,423**. LaCoste & Maxwell, N. Y. & Chicago.

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PENNSYLVANIA

Erie, *Times*, daily. **22,095** average, May, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia. The *Press* (⊙⊙) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, **80,863**; the Sunday *Press*, **174,272**.

Washington, *Reporter* and *Observer*, circulation average 1911, **12,823**.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1911, **15,849**. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, **18,401** net, sworn. A. A. A. examination.

York, *Dispatch and Daily*. Average for 1911-**18,037**. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket *Evening Times*. Average circulation for 1911, **20,297**—sworn.

Providence, *Daily Journal*. Average for 1911, **23,057** (⊙⊙). Sunday, **32,588** (⊙⊙). *Evening Bulletin*, **50,486** average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, **5,445**.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, **8,239**.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, **5,754**. Examined by A.A.A.

Burlington, *Free Press*. Examined by A.A.A. **8,988** net. Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.) Aver. May, 1912, **5,445**. *The Register* (morn.), av. May, '12, **3,140**.

WASHINGTON

Tacoma, *Ledger* Average year 1911, daily, **19,001** Sunday, **27,288**.

Tacoma, *News*. Average for year 1911, **19,210**.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, **3,971**. Established over 40 years ago.

Janesville, *Gazette*. Daily average, April, 1912, daily **6,010**; semi-weekly, **1,688**.

Madison, *State Journal*, daily. Actual average circulation for year 1911, **7,917**.

Milwaukee, The *Evening Wisconsin*, daily. Average daily circulation for year 1911, **44,766**, an increase of over **3,000** daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg, New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos. 1911, **55,446**. City circulation larger than the total circulation of any other Milwaukee daily. The *Journal* leads all Milwaukee papers in amount of advertising carried. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. C. Antisdel, 366 Fifth Ave., N. Y. City.

Racine (Wis.) *Journal-News*. Average March circulation **7,313**.

MANITOBA, CAN.

Winnipeg, *Der Nordwesten*. Canada's National German weekly. Av. 1911 **23,025**. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, **3,628**.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, **104,197**. Largest in Canada.

Montreal, *La Patrie*. Ave. year 1911, **46,952** daily; **56,897** weekly. Highest quality circulation

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening* aad *Sunday Star*, Washington, D. C. (◎◎), carries **double** the number of Paid Want Ads of any other paper. Ic. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results Rates lowest per thousand in the West.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns

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THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATI'N



THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26 873 **by Printers' Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cashorder one cent a word, minimum, 20 cents.



NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. By av. 1st 6 mos. '11, 64,154. (OO.) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (OO). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. McGRAW PUBLISHING CO.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. McGRAW PUBLISHING CO.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York *Times* (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence *Journal* (OO), only morning paper among 600,000 people.

TENNESSEE.

The Memphis *Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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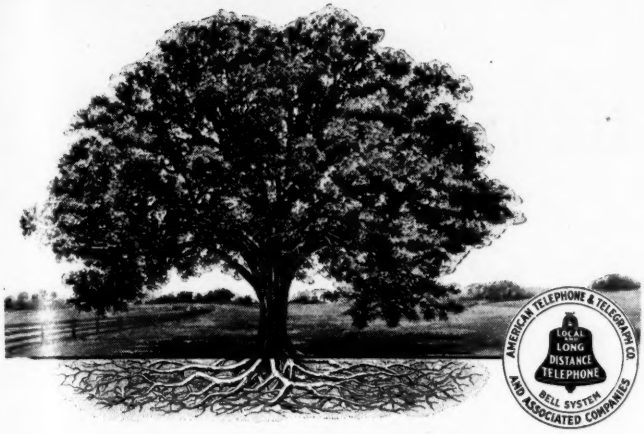
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The Tree System—The Bell System

A NOBLE tree thrives because the leaves, twigs, branches, trunk and roots are all working together, each doing its part so that all may live.

Neither the roots nor the branches can live without the other, and if the trunk is girdled so that the sap cannot flow, the whole tree dies.

The existence of the tree depends not only on the activity of all the parts, but upon their being always connected together in the "tree system."

This is true also of that wonderful combination of wires, switchboards, telephones, employes and subscribers which helps make up what is called the Bell Telephone System.

It is more than the vast machinery of communication, covering the country from ocean to ocean. Every part is alive, and each gives additional usefulness to every other part.

The value of telephone service depends not only on the number of telephones, but upon their being always connected together, as in the Bell System.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy *One System* *Universal Service*

CAN THE

ILLUSTRATED SUNDAY MAGAZINE

Get You Local Co-operation from Dealers?

When the E. M. F. Auto Company advertising appeared in our Magazine, the local dealer in each of our cities used space to back up the advertising—featuring the fact that he was the local agent for E. M. F. Automobiles.

When Lowe Brothers (paint manufacturers) advertising appeared in our Magazine, the local dealers used large space at their own expense, featuring the fact that they sold Lowe Bros. Paints—some used full page copy; others half page, and others quarter page copy.

When Adler Brothers Clothing Company of Rochester used space in our Magazine, the local dealers co-operated by using space in the local newspaper—featuring the fact that they sold Adler Rochester Clothes.

Why not see if we cannot get for you this co-operation from local dealers?

Circulation over 1,100,00 copies each week.

Lane Bryant

Chicago NEW YORK Boston